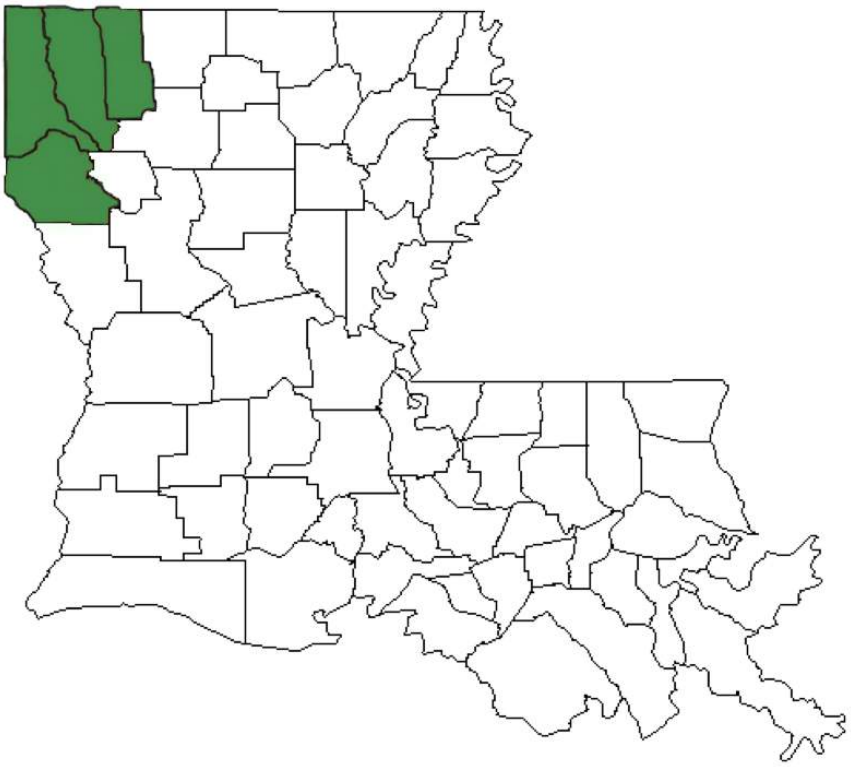
# 2018 Community Counts



## July 2018

*Prepared by*
*Dr. Dave N. Norris and Dr. Amanda M. Norris*

## About the Authors

***Dr. Dave N. Norris***

Dave Norris is the Chief Research and Innovation Office at Louisiana Tech University. He leads the university's research, innovation and economic development mission. He oversees the university's Research Enterprise, Enterprise Campus, and he directs the university's network of business and entrepreneurial development services, corporate partners, and investors. He has served on several statewide boards, including the Louisiana Business Incubator Association, the LONI Economic Development Advisory Board, and the Louisiana Occupational Forecasting Conference. He is the past president of the Board of the Greater Ouachita Coalition for AIDS Resources and Education and serves on the board of the Living Well Foundation in West Monroe. He was the Independent Economist for the State of Louisiana from 2002 to 2005 charged with evaluating the state's economic development programs and incentives. Dr. Norris was previously on the Economics faculty at Northeastern University in Boston (2000-2002) and served in the Office of the Chief Economist at the U.S. Department of Health and Human Services (1998-2000). He received his undergraduate degree from Louisiana Tech University and his master's and Ph.D. in Economics from the University of Texas at Austin.

***Dr. Amanda M. Norris***

Amanda Norris is a psychologist in private practice in Monroe/West Monroe, Louisiana. She earned her B.S. in Psychology from Miami University in 2003 and her Ph.D. in Counseling Psychology from Louisiana Tech University in 2009. Formerly the mental health director at Swanson Center for Youth in Monroe, LA, she has experience providing therapy and psychological assessment to children, adolescents, adults, and the geriatric population in a variety of clinical settings including corrections, university counseling centers, outpatient treatment, and nursing homes. She is currently in private practice and also works part-time at an outpatient HIV clinic. She is a member of the American Psychological Association, and she also served on the Northeast Delta Human Services Authority as secretary from 2011 to 2013.

# Executive Summary

The following report presents and examines comparative data in six primary categories—Population, Economic Well-Being, Human Capital, Health, Social Environment, and Physical Environment—for the Shreveport-Bossier Metropolitan Statistical Area (MSA) and 10 peer communities including the Monroe MSA. Data is also presented for three Micropolitan Statistical Areas in the north Louisiana region: Bastrop, Natchitoches, and Ruston. The goal is to gain a comprehensive picture of where our MSA stands on this range of socioeconomic indicators, both over time and relative to other communities.

The results of our data presentation and rankings of the Shreveport-Bossier MSA relative to 10 peer communities is summarized in Table 26 below. Of the 6 primary categories, our ranking was in the mid-range in Human Capital (6.6) and Health (6.9), both showing significant improvement from last year. But we ranked very poorly in Economic Well-Being (9.8). The poor showing in the Economic Well-Being category—particularly with regard to poverty, public assistance, and income—is probably the most significant issue demanding attention from this report. The MSA's ranking in this primary category has declined in each of the last three years from 6.5 in the 2015 report to 9.8 this year. In 8 of the 15 secondary categories (subsets of the primary categories), Shreveport-Bossier represented the middle ranking. The highest ranking for the MSA was 3$^{rd}$ in per capita personal income, percent of 3- and 4-year-olds enrolled in school, and median air quality. Of the 15 secondary categories, the MSA ranked in the bottom half in 10, and ranked middle or higher in 5. Of the 54 single indicators ranked in the report, the MSA ranked in the bottom half of the peer group in 24 of them. Shreveport-Bossier ranked in the top half in 9 of the individual indicators ranked in the report.

Considering all indicators and all categories—with No. 1 being the best possible ranking—the overall combined ranking for the MSA was 6.8 or 7$^{th}$ out of 11—an improvement of one full slot from last year. That is a significant improvement over one year, primarily resulting from improvements in human capital, health, and air quality. In the previous 5 years, the overall ranking of the Shreveport-Bossier MSA was 8$^{th}$ out of 10 in 2013 and 2014, 7$^{th}$ out of 10 in 2015 and 2016, and 8$^{th}$ of 11 in 2017.

The Community Counts report identifies and highlights the most pressing issues and needs in the Shreveport-Bossier community. This report is intended to be a guide for community leaders and seeks to stimulate more community enhancement efforts to address the identified needs.

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# 1. Introduction

## 1.1 Overview

*Community Counts* is a project of the Community Foundation of North Louisiana. The purpose of this annual report is to establish benchmarks and monitor trends in key economic and social indicators for the Shreveport-Bossier Metropolitan Statistical Area.[1] By tracking progress in each of these priority indicators, the Community Foundation seeks to assess the impact of funding and programmatic activities, as well as identify areas needing additional research and support. *Community Counts* serves as a scorecard on the quality of life for the Shreveport-Bossier City area. The report examines 10 additional comparative communities across a broad array of socio-economic indicators. The report provides community rankings for the comparative communities and provides a tool to assess how far the Shreveport-Bossier region has "moved the needle" in improving the area's social and economic health.

In this 11th edition, the *2018 Community Counts* report builds upon the previous years' benchmarking and evaluation approaches while adding a third year of micropolitan data. This report continues the emphasis on "cradle to career" information starting in the 2014 report by using school, parish, state and federal data to create an objective assessment of where the MSA is making progress, identify areas that need more attention, and point to strategies and approaches that are already working and should be replicated. Over the last two years, new indicators have been incorporated to enhance the overall perspective in the area of workforce, while key health environment and health outcomes indicators have been acquired from updated sources. This allows the report to reflect more recent health data. Previously reported data on philanthropy and creditworthiness were not available in an updated form at the time of this report publication. Previously reported data on water quality violations are no longer reported in an informative fashion. As a result, these indicators were excluded from the report.

Continuing to expand the Louisiana regional focus for the report, the report includes data presentations on four other communities from the north Louisiana region: the Monroe MSA, and three separate Louisiana Micropolitan Statistical Areas—Bastrop, Natchitoches, and Ruston. While it is considerably smaller in population than the others, the Monroe MSA is included with the peer communities. The data for the micropolitan areas is shown distinctly from the MSA's due to the lack of comparability between the two types of areas.[2]

This report uses the most recently available government and private sector data to create an objective assessment of how the Shreveport-Bossier City MSA fares in terms of its economic and social health when compared to other similar communities in the southern region of the

[1] The U.S. Census Bureau describes a Metropolitan Statistical Area (MSA) as an area that has at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

[2] Micropolitan Statistical Area (MicroSA) has one or more adjacent counties or county equivalents that have at least one urban core area of at least 10,000 population but less than 50,000, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

United States. Most of these data are from 2016 (although for some indicators the most recent available data may be somewhat older) and are collected and analyzed in 2017 and 2018. Historical data are sometimes presented to illustrate change over time and although a 10-year time span is what is most often used, this was not possible for the MicroSAs because the oldest available data for these geographies from the American Community Survey is from 2009. By providing a comparative context, this report can better inform community leaders, the media, and the public about the current reality and direction of movement in the MSA's social and economic health. It also offers a valuable resource for informing policy decisions from both the public and private sectors.

## 1.2 Comparative Communities

Table 1: Comparative Communities

| Metropolitan Statistical Area | Population | Per Capita Income | Pop. 25 yrs + Bachelor's Degree or Higher |
|---|---|---|---|
| Jackson, MS | 580,178 | $26,783 | 29.8% |
| Chattanooga, TN-GA | 551,200 | $27,568 | 26.0% |
| Fayetteville-Springdale-Rogers, AR-MO | 527,153 | $27,844 | 30.9% |
| Lafayette, LA | 491,528 | $24,954 | 22.9% |
| Huntsville, AL | 449,720 | $33,227 | 36.7% |
| **Shreveport-Bossier City, LA** | 441,767 | $24,455 | 22.1% |
| Killeen-Temple, TX | 435,887 | $24,806 | 21.0% |
| Montgomery, AL | 376,163 | $26,997 | 28.4% |
| Roanoke, VA | 312,576 | $28,752 | 25.6% |
| Columbus, GA-AL | 307,816 | $24,231 | 25.6% |
| **Monroe, LA** | 179,470 | $20,818 | 20.9% |
| **Micropolitan Statistical Area** | **Population** | **Per Capita Income** | **Pop. 25 yrs + Bachelor's Degree or Higher** |
| Bastrop, LA | 26,739 | $18,222 | 13.7% |
| Natchitoches, LA | 39,258 | $19,178 | 18.7% |
| Ruston, LA | 47,480 | $21,452 | 35.4% |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates and 5-Year Estimates at http://factfinder2.census*

The U.S. Census Bureau describes a Metropolitan Statistical Area (MSA) as an area that has at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.[3] The Shreveport-Bossier City, LA MSA includes Caddo, Bossier, DeSoto, and Webster parishes. The

[3] Office of Management and Budget, OMB Bulletin No. 10-02, December 1, 2009.

Monroe MSA includes Ouachita and Union parishes. A Micropolitan Statistical Area (MicroSA) has one or more adjacent counties or county equivalents that have at least one urban core area of at least 10,000 population but less than 50,000, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. Each micropolitan area in this year's report covers one parish: Ruston (Lincoln Parish), Natchitoches (Natchitoches Parish), and Bastrop (Morehouse Parish). All of these geographic designations are determined by the U.S. Office of Management and Budget and used by the U.S. Census.

As in previous years, to determine the comparison communities for this year's report, a preliminary search of all MSAs in the United States with a population 150,000 above or below that of Shreveport-Bossier MSA was conducted. The search yielded more than 100 areas. This group was narrowed to include only MSAs located in Louisiana, states bordering Louisiana (Texas, Arkansas, and Mississippi), and other southern states. These parameters yielded 21 MSAs, and that group was then narrowed down in consultation with Community Foundation staff to include nine communities in addition to the Shreveport-Bossier MSA and the Monroe MSA: six communities considered closely comparable in demographic composition and geographic characteristics, and three communities with some demographic and geographic variation from the rest of the group, but with similar economic and social characteristics. The MicroSAs were selected to extend the geographic relevance of the report, and they include all MicroSAs in north Louisiana. The comparison communities for this report are the same as in the 2017 report.

## 1.3 Descriptive Indicators

The *2018 Community Counts* report examined 54 indicators. All data are the most recent and reliable publicly available data. The most significant data additions in the last two years are the workforce and health sections. In the 2017 report, new data on personal income in several different variants added depth to the workforce profile, and the later publication date of the report now allows inclusion of the more recent health environment and outcomes data from County Health Rankings. The report now organizes the health section to be dependent more on regularly available public data sources on topics including health insurance coverage, health environment, and health outcomes compared across MSAs and MicroSAs. This provides more stability and consistency in tracking data and progress over time for the *Community Counts* report. Stability and consistency are important for providing data that supports development and implementation of programs resulting in maximum impact.

The indicators in the report are categorized into six broad sections: (1) Population, (2) Economic Well-Being, (3) Human Capital, (4) Health, (5) Physical Environment, and (6) Social Environment. Each of these sections represents key fundamental components that determine a community's overall prosperity, growth, and quality of life. Economic Well-Being includes information on income, poverty, transfer payments, housing, and municipal finance. The Human Capital section includes information on education and workforce measures as well as other factors impacting the ability of people and communities to develop and leverage their human capital. The Health

section includes information on health insurance, health environment, and health outcomes. Physical Environment covers air quality; whereas Social Environment addresses a variety of topics including crime, civic engagement, the arts, and family support. Table 2 below lists the major categories and sub-categories and each of the data indicators reported. Not all data are available for the MicroSAs.

Table 2: List of Data Indicators

| **POPULATION** |
|---|
| Population 2016 |
| Population by Race 2016 |
| Population by Age 2016 |
| Population Growth 2006-2016 |
| **ECONOMIC WELL-BEING** |
| ***Income*** |
| Median Household Income 2016 |
| Per Capita Income 2016 |
| Median Hourly Wage 2016 |
| Income Distribution 2016 |
| ***Poverty*** |
| Poverty Rate 2016 |
| Poverty Rate for Children Under 5 Years of Age 2016 |
| Poverty Rate Age 25 and Over by Education 2016 |
| Poverty Rate by Work Status in Past 12 Months 2016 |
| ***Public Assistance*** |
| SNAP Benefits 2016 |
| Households with Cash Public Assistance 2016 |
| Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP Benefits in the Past 12 Months 2016 |
| ***Housing*** |
| Percent of Occupied Housing Units that are Owner-Occupied 2016 |
| Percent of Occupied Housing Units with Monthly Owner Costs 35% or More of Household Income 2016 |
| Percent of Occupied Units with Monthly Gross Rent 35% or More of Household Income 2016 |
| ***Municipal Finance*** |
| Per Capita Local Municipal Government Spending by General Fund and Total Operating Budget 2018 |
| Total Debt Service Payments as a Percent of General Fund 2018 |
| **HUMAN CAPITAL** |
| ***Education*** |
| Percent 3- and 4-Year-Olds Enrolled in School 2016 |
| Percent 16- to 19-Year-Olds Not Enrolled in School, Not in Labor Force, and Unemployed 2016 |
| Percent of Population 25 Years and Over with Less than High School Grad 2016 |
| Percent of Population 25 Years and Over with an Associate's Degree 2016 |
| Percent of Population 25 Years and Over with a Bachelor's Degree or Higher 2016 |
| Distribution of Education Level in the Population 2016 |

| |
|---|
| Households with a Computer 2016 |
| Households with a Broadband Internet Connection 2016 |
| ***Workforce*** |
| Unemployment Rate 2016 |
| Percent of Population 16 Years and Over in Labor Force 2016 |
| Employment by Occupation 2016 |
| Per Capita Personal Income 2016 |
| Personal Income 2016 |
| 10-Year Compound Growth Rate in Personal Income 2016 |
| Personal Income Sources 2016 |
| Per Capita Real GDP 2016 |
| Innovation Index Score |
| GDP Compound Growth Rate 2006-2016 |
| **HEALTH** |
| ***Health Coverage*** |
| Percent Uninsured 2016 |
| Percent of Children Under 18 Uninsured 2016 |
| Percent of Population 18 to 64 Years Employed and Uninsured 2016 |
| ***Health Environment*** |
| Food Environment Index 2013 |
| ***Health Outcomes*** |
| Mortality Rate 2016 |
| Chlamydia Rate 2013 |
| Percent of Live Births with Low Birth Rate 2007-2013 |
| Teen Birth Rate per 1,000 Families Female Population 15-19, 2007-2013 |
| Community Health Ranking Among All 64 Louisiana Parishes |
| **PHYSICAL ENVIRONMENT** |
| ***Air Quality*** |
| Median Air Quality Index 2016 |
| Days with Air Quality Below Good 2016 |
| **SOCIAL ENVIRONMENT** |
| ***Crime*** |
| Violent Crime Rate 2016 |
| Property Crime Rate 2016 |
| ***Family Support*** |
| Percent of Households with Children Under 18 That Are Single Parent Households, 2016 |
| ***Civic Engagement*** |
| Percent of Population Registered to Vote, 2016 |
| ***Creative Industries*** |
| Percent of Creative Industries Share of all Businesses 2013 |

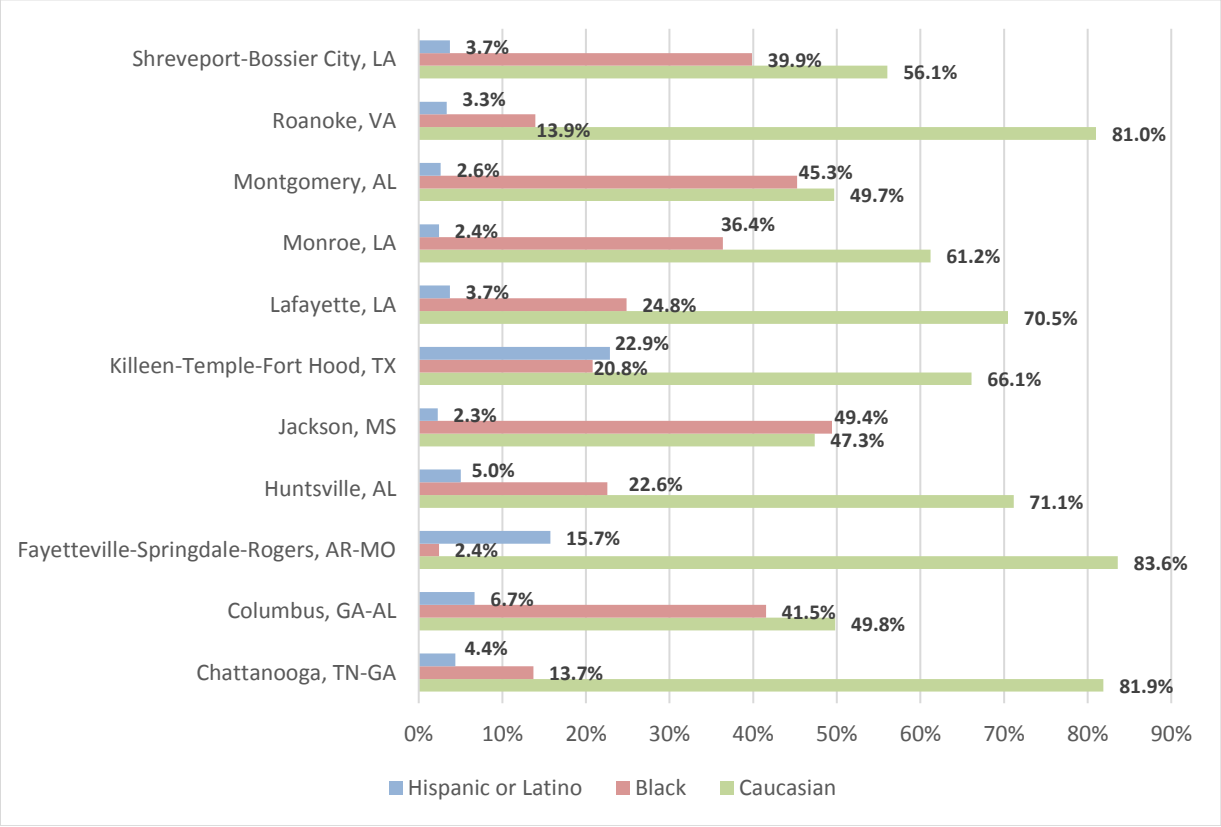
## 2. Population

Table 3: Total Population of Metropolitan Statistical Areas, 2016

| MSA | Population | Rank | 2015 Rank |
|---|---|---|---|
| Jackson, MS | 580,178 | 1 | |
| Chattanooga, TN-GA | 551,200 | 2 | |
| Fayetteville-Springdale-Rogers, AR-MO | 527,153 | 3 | |
| Lafayette, LA | 491,528 | 4 | |
| Huntsville, AL | 449,720 | 5 | |
| **Shreveport-Bossier City, LA** | **441,767** | **6** | **6** |
| Killeen-Temple, TX | 435,887 | 7 | |
| Montgomery, AL | 376,163 | 8 | |
| Roanoke, VA | 312,576 | 9 | |
| Columbus, GA-AL | 307,816 | 10 | |
| **Monroe, LA** | **179,470** | **11** | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 1: Population by Race for Metropolitan Statistical Areas, 2016



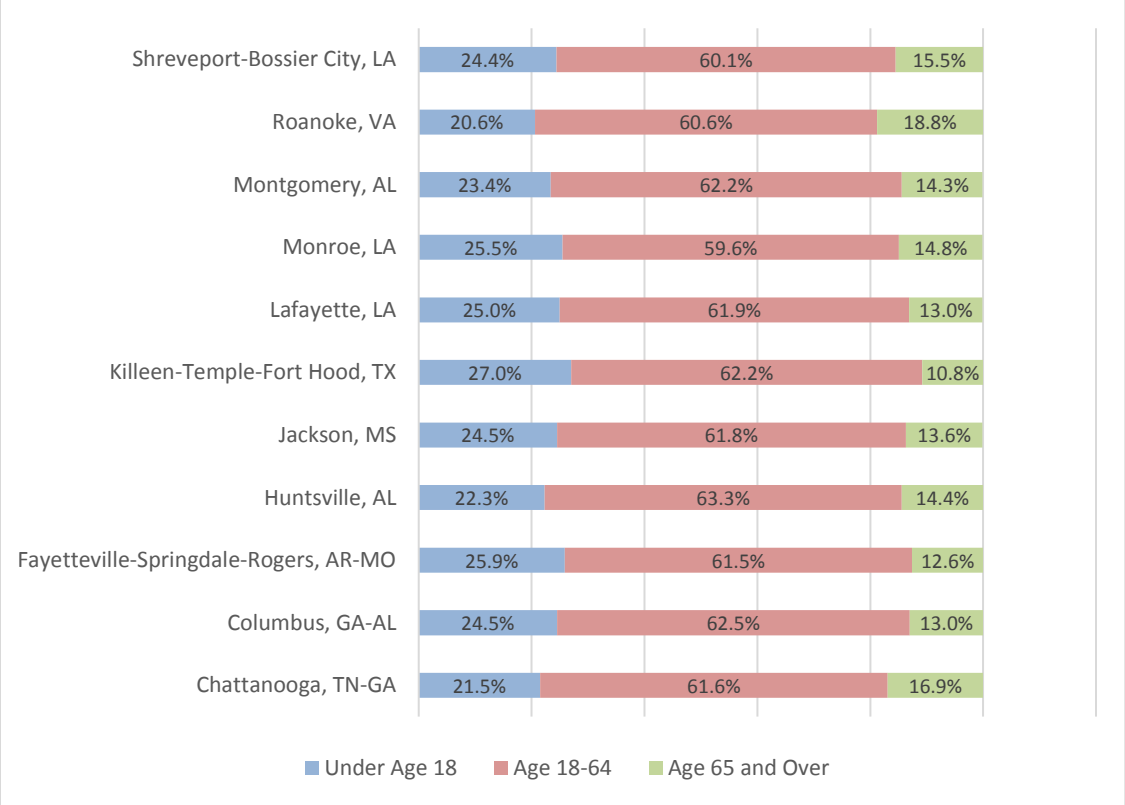

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Table 3 and figures 1 and 2 illustrate the key demographic breakdown of the MSAs. The 2016 MSA population figure of 441,767 is down 1,941 from last year (down 3,375 the last two years), and places Shreveport-Bossier precisely in the middle of the comparative communities considered in this report, nearly equidistant from the largest and smallest comparative MSAs (excluding Monroe).

Figure 1 which illustrates population breakdown by race shows that Roanoke, Fayetteville, and Chattanooga represent the most ethnically homogenous communities with over 80% white populations. Columbus, Jackson, and Montgomery represent the most ethnically mixed communities each with over 40% ethnic minorities in the population. Shreveport-Bossier is only slightly less diverse. Only Fayetteville (16%) and Killeen (22%) have a Hispanic population of more than 7%.

Figure 2 shows that the age distribution in the population varies little across the MSAs with Roanoke having a slightly older population and Killeen a slightly younger population that the rest of the group.

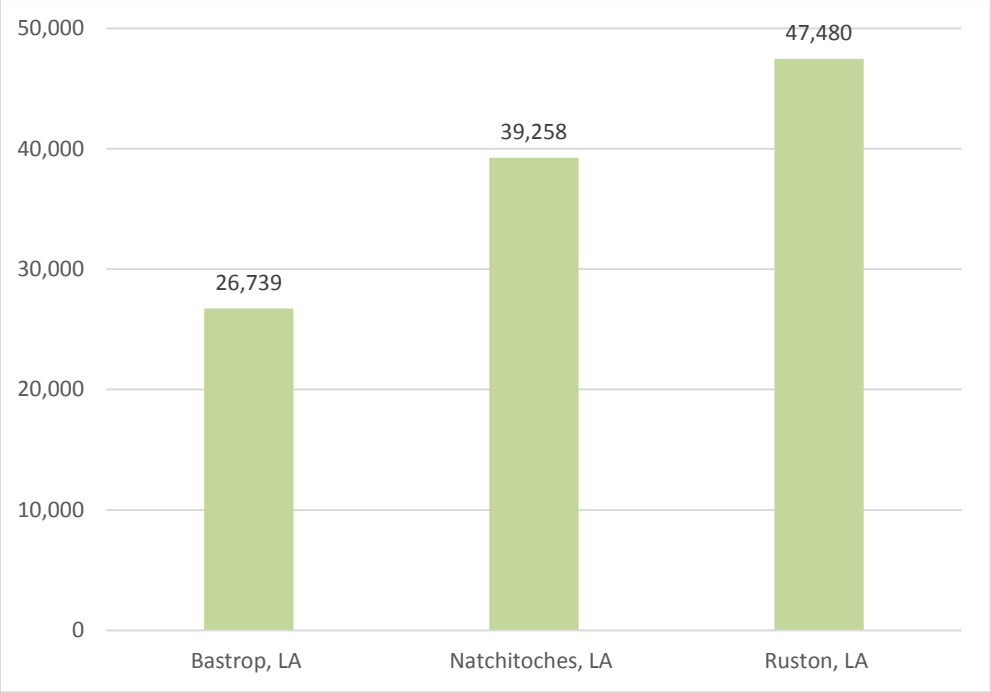
Figure 2: Population by Age for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

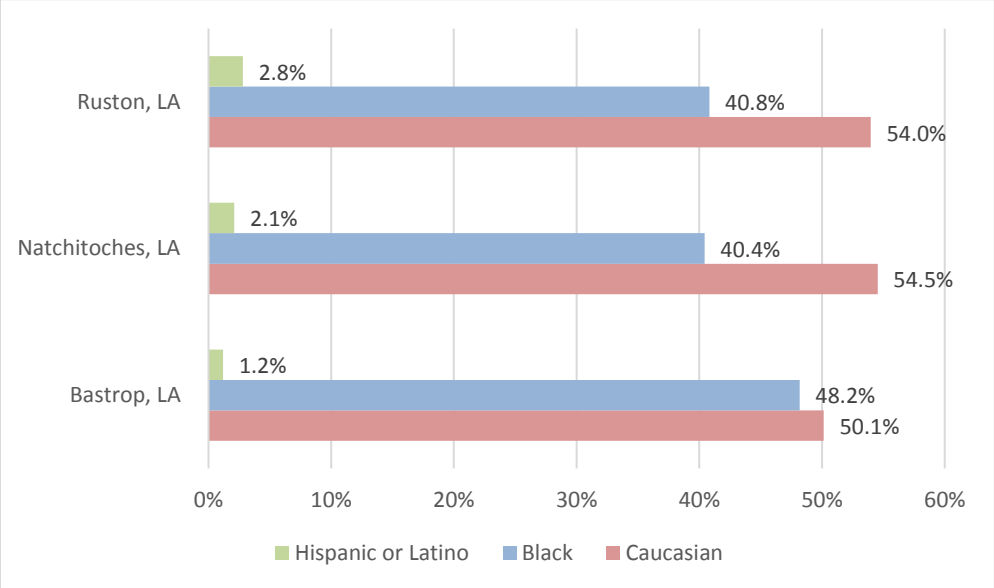
The MicroSA demographics are illustrated in figures 3 through 5. Note that each area includes one parish. Ruston is the largest of the MicroSAs, but one-tenth the size of the Shreveport-Bossier MSA. Bastrop is just over half the size of Ruston. The three areas are similar in terms of their racial and ethnic makeup with all three having a higher percentage of ethnic minorities than do most of the MSAs. Ruston has a larger share of population in the working age range (18-64), while Natchitoches and Bastrop are higher in their population under 18 and over 65.

Figure 3: Total Population of Micropolitan Statistical Areas, 2016



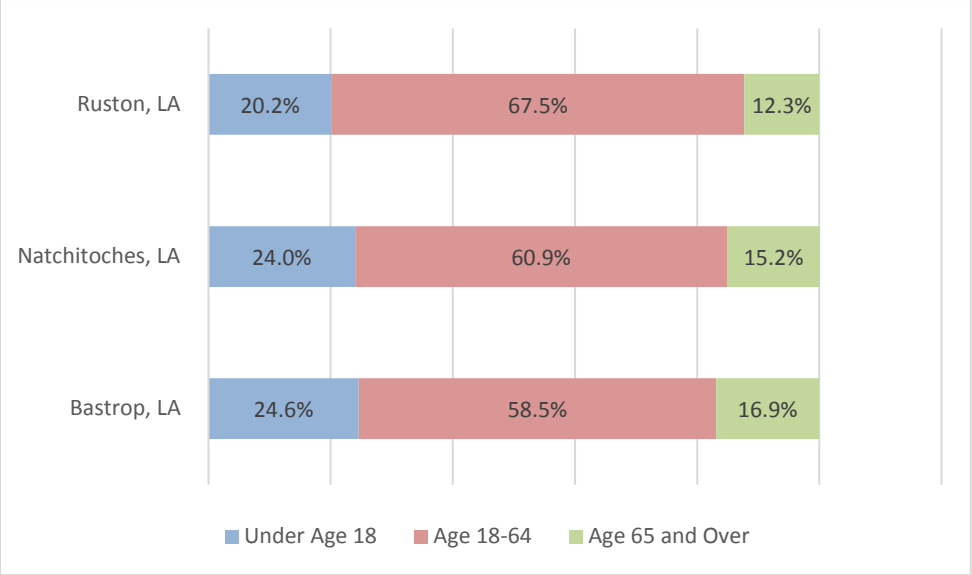

*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 4: Population by Race for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 5: Population by Age for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Since the 1980's the Shreveport-Bossier MSA has had periods of significant out-migration—particularly of young and higher skilled workers. The last decade, however, has generally seen a moderate recovery from those losses with the growth driven primarily by gains in Bossier Parish. An important development is the growing cohesiveness of the MSA region that prompted the U.S. Office of Management and Budget to incorporate Webster into the definition a few years ago. This inclusion represents a positive development overall for the Shreveport-Bossier MSA and is partly the result of the economic growth in Bossier Parish. Table 4 shows that the population growth of 13.8% in the Shreveport-Bossier MSA ranked 5$^{th}$ among the peer communities, up from 10th last year's report. The highest growth rate among peer communities was 25.7% in Fayetteville-Springdale-Rogers—two and a half times the growth rate of our MSA. Among the MicroSA's, Ruston has seen strong growth; Natchitoches has been stagnant; and Bastrop has been in decline over the last decade.

There are many ways to view population changes in a community. In some cases, population growth can represent the attractiveness of economic opportunity, while in other ways it can represent a strain on resources and infrastructure.[4] Out-migration can mean idle workers seeking opportunity elsewhere, relief pressure on social services, or a drain on the productive capacity of human capital in a community. Selective out-migration of young and skilled workers—as the Shreveport-Bossier MSA experienced in the past—can reinforce economic stagnation or decline. The population growth rate in the Shreveport-Bossier MSA is the aggregate result of some strong growth pockets combined with other stagnant or declining areas of the MSA.

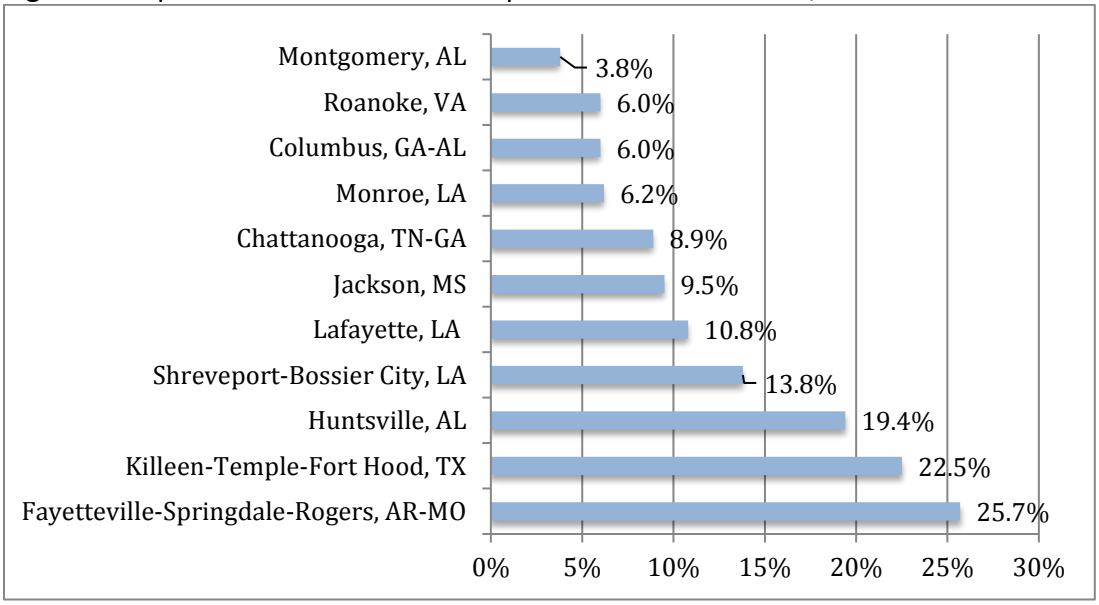
[4] Feser, Edward and Stuart Sweeney. *Out-Migration, Population Decline, and Regional Economic Distress.* Economic Development Administration, U.S. Department of Commerce. January 1999.

Table 4: Population Growth of Metropolitan Statistical Areas, 2006-2016

| MSA | Population Growth | Rank | 2015 Rank |
|---|---|---|---|
| Fayetteville-Springdale-Rogers, AR-MO | 25.7% | 1 | |
| Killeen-Temple-Fort Hood, TX | 22.5% | 2 | |
| Huntsville, AL | 19.4% | 3 | |
| **Shreveport-Bossier City, LA** | **13.8%** | **4** | **10** |
| Lafayette, LA | 10.8% | 5 | |
| Jackson, MS | 9.5% | 6 | |
| Chattanooga, TN-GA | 8.9% | 7 | |
| **Monroe, LA** | **6.2%** | **8** | |
| Columbus, GA-AL | 6.0% | 9 | |
| Roanoke, VA | 5.6% | 10 | |
| Montgomery, AL | 3.8% | 11 | |

*Source: Calculated by Author with data from the U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 6: Population Growth for Metropolitan Statistical Areas, 2006-2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 7: Population Growth for Micropolitan Statistical Areas, 2006 - 2016


*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

# 3.Economic Well-Being

## 3.1 Income

Table 5: Median Household Income, 2016

| MSA | Median Household Income | Rank | 2015 Rank |
|---|---|---|---|
| Huntsville, AL | $58,238 | 1 | |
| Killeen-Temple-Fort Hood, TX | $52,202 | 2 | |
| Fayetteville-Springdale-Rogers, AR-MO | $51,848 | 3 | |
| Jackson, MS | $50,632 | 4 | |
| Roanoke, VA | $50,551 | 5 | |
| Montgomery, AL | $47,265 | 6 | |
| Chattanooga, TN-GA | $46,537 | 7 | |
| Lafayette, LA | $45,409 | 8 | |
| Columbus, GA-AL | $43,412 | 9 | |
| **Shreveport-Bossier City, LA** | **$40,445** | **10** | **9** |
| **Monroe, LA** | **$38,004** | **11** | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

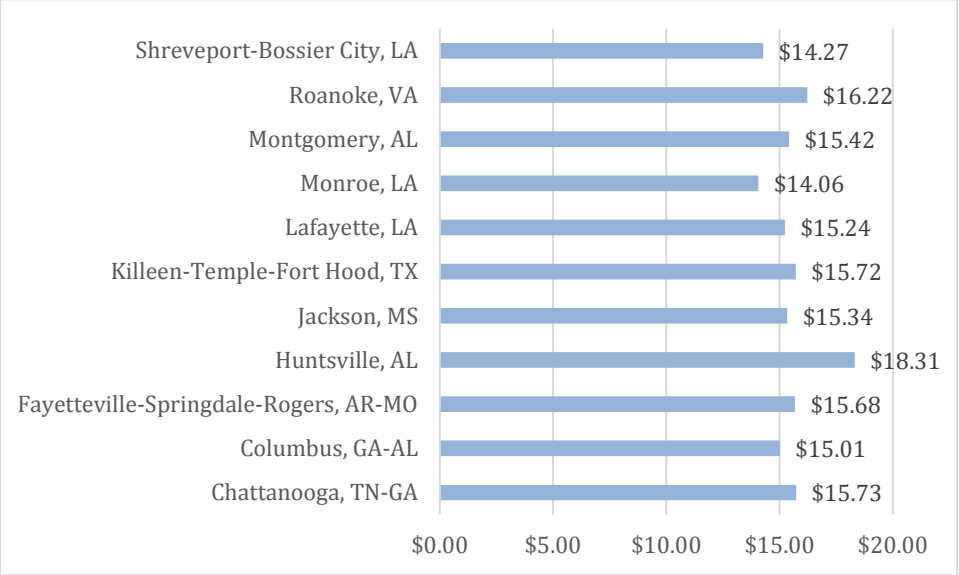
Economic analysis has demonstrated a robust positive relationship between well-being and income across countries and over time.[5] There are a variety of measures of income including household income, per capita income, and wage levels. These all capture a different element of the income to persons in a community. Per capita income is more a measure of the economic output of a community relative to its population, but it says little about the average person's situation. Median household income and median wage reveal a bit more about how the typical household might be faring.

The Shreveport-Bossier MSA ranks poorly on median household income and fell from 9th to 10th place among the peer communities from last year's report. The median household income of $40,445 was only 70% of the top ranking MSA, Huntsville, and only 89% of the amount for Lafayette. The MSA also performed very poorly on median wage (10th of 11), higher only than the figure for Monroe. Huntsville was an outlier with a substantially higher figure than the other communities.

The median household income for the MicroSAs was much smaller, as expected. However, likely due in part to the presence of Louisiana Tech University in Ruston, households there ($34,527) fared much better in terms of median household income than did those in Bastrop ($28,304).

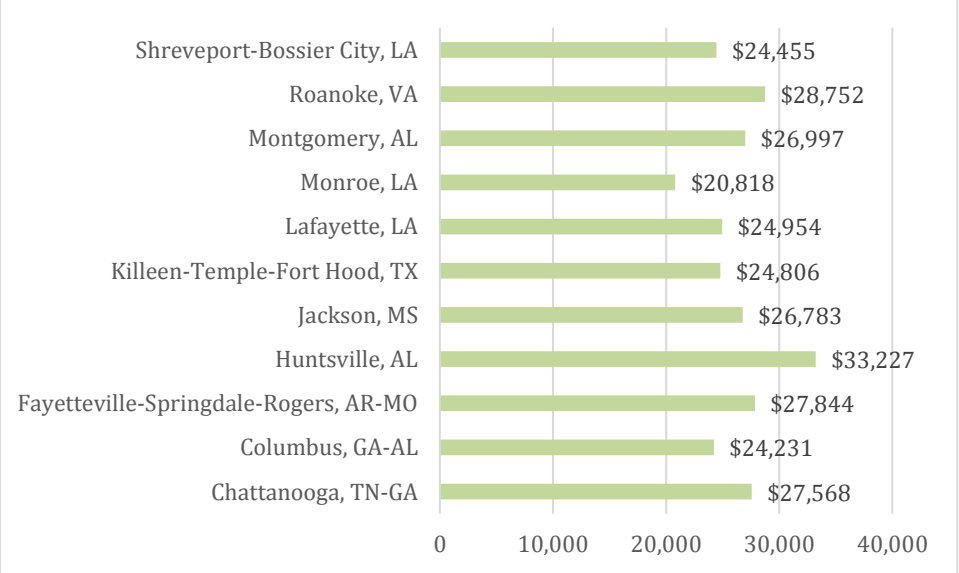
[5] Stevenson, Betsey and Justin Wolfers. Subjective Well-Being and Income: Is There Evidence of Saturation. *American Economic Review, Papers and Proceedings*. May 2013.

Figure 8: Median Hourly Wage for Metropolitan Statistical Areas, 2016



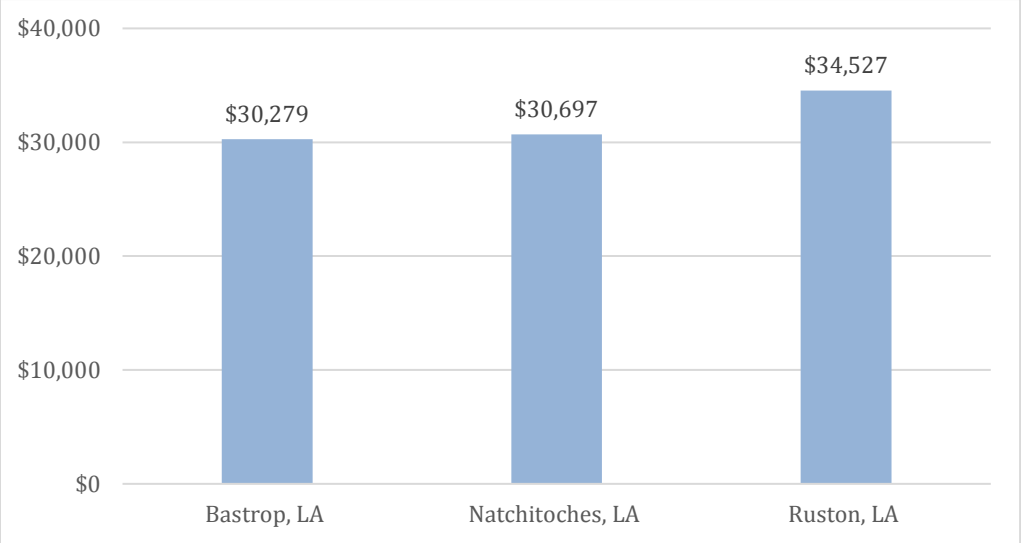

*Source: Bureau of Labor Statistics Occupational Employment Statistics at http://www.bls.gov/oes/current/oessrcst.htm*
*Note: Median Hourly Wage data not available for Micropolitan Statistical Areas*

Figure 9: Per Capita Income for Metropolitan Statistical Areas, 2016



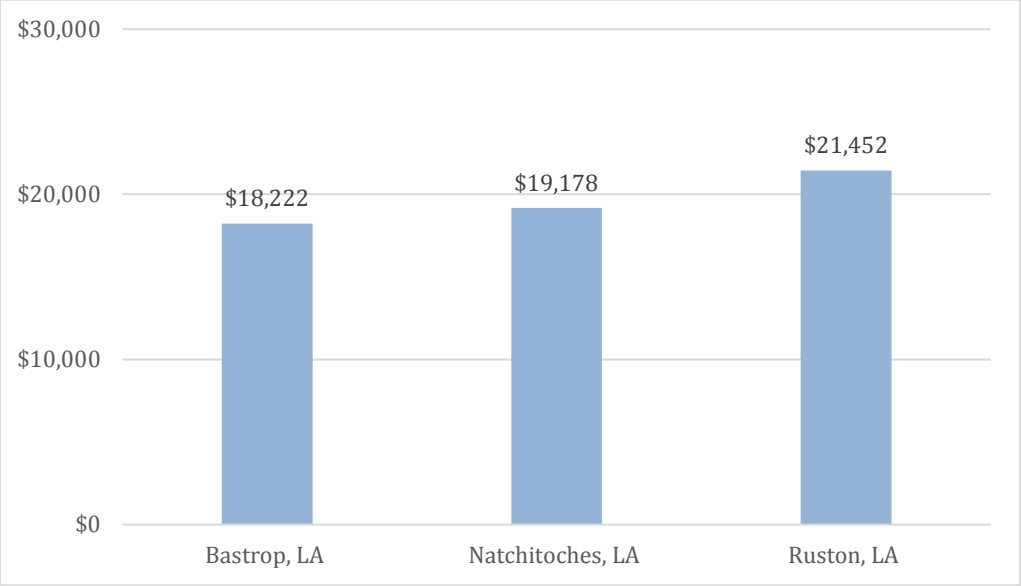

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 10: Median Household Income of Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 11: Per Capita Income for Micropolitan Statistical Areas, 2016



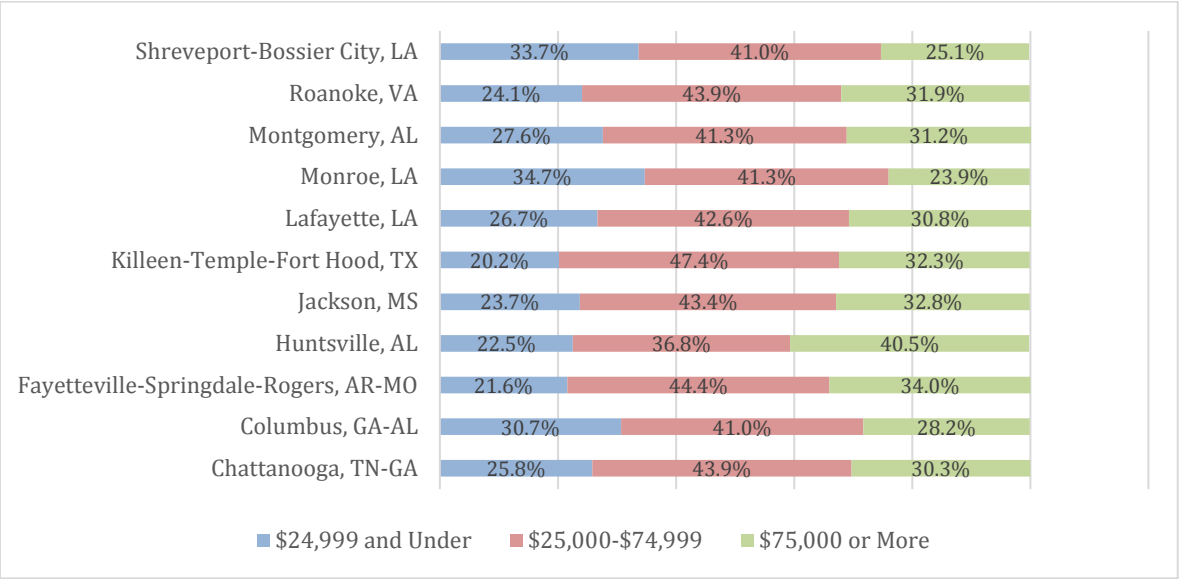

*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

One of three Nobel Prize winners in Economics in 2013, Robert Shiller, stated, "[t]he most important problem we are facing now today… is rising inequality in the United States and elsewhere in the world."[6] His point relates in part to the established relationship between income inequality and economic growth. Over a certain range of income distribution, more

[6] John Christoffersen, "Robert Shiller: Income Inequality is Most Important Problem". Huff Post Business, October 15, 2013. http://www.huffingtonpost.com/2013/10/15/shiller-income-inequality-problem_n_4100509.html

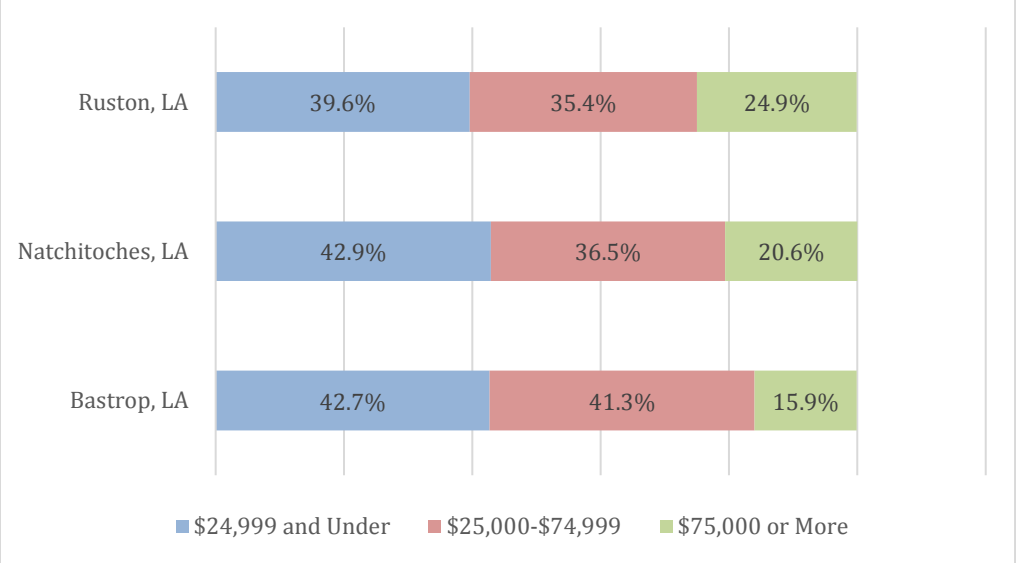
unequal societies and communities show less robust growth patterns over time. Figure 12 shows the income distribution for the comparative communities and the Shreveport-Bossier MSA has the 2nd highest percentage of people in the low-income range while Monroe is the highest, ranked 9th, in the percentage of people in the middle-income range. The MicroSAs in figures 10, 11, and 13 have a much lower income level on average. The three areas have a similar percentage of middle-income households, but Ruston and Natchitoches perform much better in the high-income range.

Figure 12: Income Distribution for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 13: Income Distribution for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

## 3.2 Poverty

Table 6: Percent of Families Below Poverty Level, 2016

| MSA | Families Below Poverty Level | Rank | 2015 Rank |
|---|---|---|---|
| Chattanooga, TN-GA | 9.1 | 1 | |
| Fayetteville-Springdale-Rogers, AR-MO | 9.7 | 2 | |
| Roanoke, VA | 10.1 | 3 | |
| Killeen-Temple-Fort Hood, TX | 10.5 | 4 | |
| Huntsville, AL | 11.1 | 5 | |
| Jackson, MS | 12 | 6 | |
| Montgomery, AL | 13.5 | 7 | |
| Columbus, GA-AL | 13.8 | 8 | |
| Lafayette, LA | 15.1 | 9 | |
| **Monroe, LA** | **19.3** | **10 (tie)** | |
| **Shreveport-Bossier City, LA** | **19.3** | **10 (tie)** | **9** |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Poverty as measured by income or some other indicator of purchasing power is a fundamental element of a local community and local economy. It is a complex issue with a variety of circumstances, causes, and effects. The interplay between poverty, health, education, crime, and economic opportunity is one of the most pressing issues of our time, if for no other reason than the impact it has on the lives of children born into poverty. Communities that take a proactive approach to assessing and addressing the causes and impacts of poverty can see significant benefits in economic development and quality of life.[7]

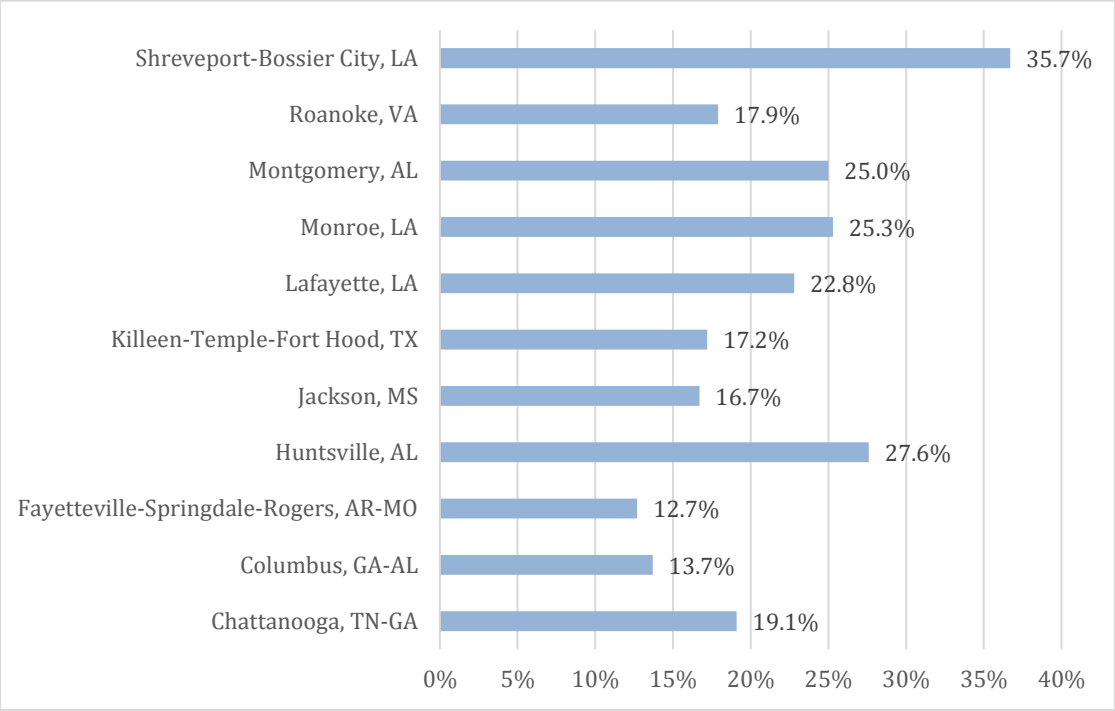
The Shreveport-Bossier MSA fell one spot to tie for 10th place among peer communities in overall poverty rate. In addition, it has by far the highest rate of poverty (35.7%) for families with children under 5 years of age (Figure 14). Notably, this rate is more than double that of 6 of the peer communities and 50% higher than that of Lafayette. More than one out of three families with children under 5 years of age in our MSA were living in poverty in 2016. The poverty rate for all families in Shreveport-Bossier was more than double the figure for Roanoke, VA, that has the lowest poverty rate among peer communities.

The data across all MSAs also make clear that the problem of poverty is much more pronounced in families with small children. The poverty rates for those families are 33% (Fayetteville) to 150% (Huntsville) higher in each MSA than the rates for all families. Poverty is linked with negative conditions such as substandard housing, homelessness, inadequate nutrition, food insecurity, inadequate child care, lack of access to health care, unsafe neighborhoods, and under-resourced schools. The effects of poverty on children are particularly dire. Poor children are at a much greater risk of poor academic performance,

[7] *Empowerment and Poverty Reduction: A Sourcebook*. The World Bank, 2002.

dropping out of school, abuse and neglect, behavioral or physical problems, and developmental delays. As a result, they tend to have much lower long-term prospects in terms of overall educational attainment, earnings, and health. All of this leads to the devastating cycle of poverty we have seen for decades. Only a sustained and focused set of strategies over time can begin to address the negative effects of poverty in the MSA. Few things would make a bigger impact on the long-term future prosperity of the Shreveport-Bossier region than a successful anti-poverty effort, particularly one aimed at children living in poverty.

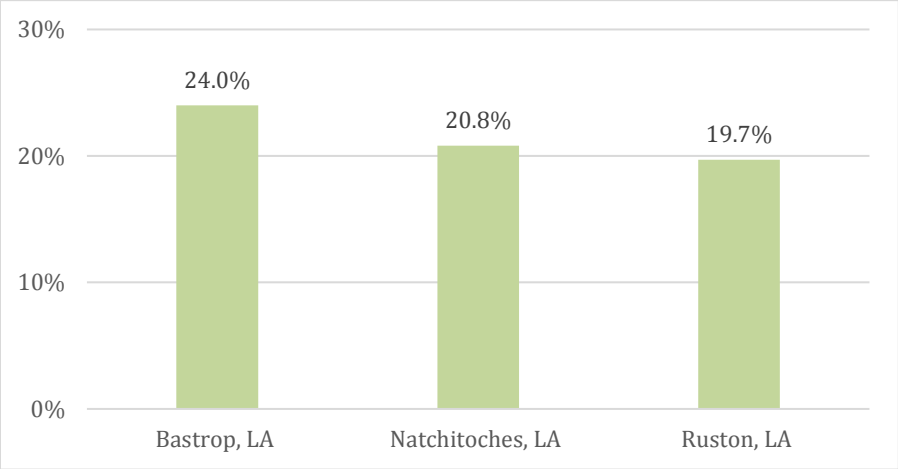
Figure 14: Poverty Rate for Families with Children Under 5 Years Old for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

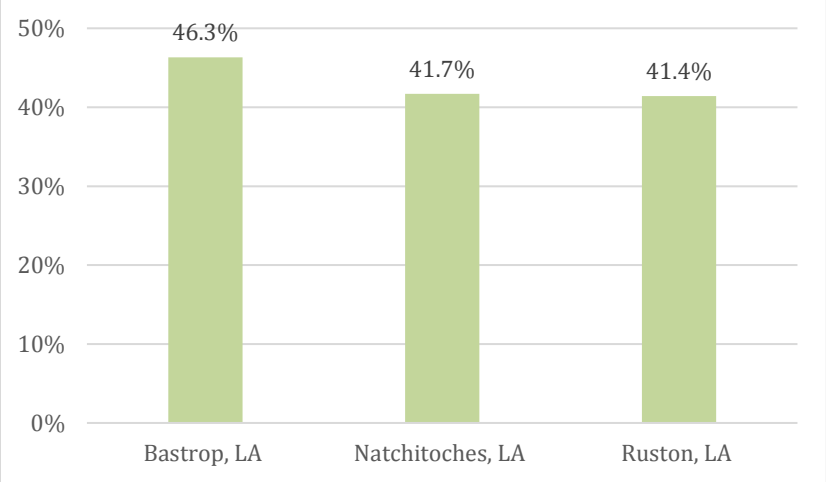
The poverty rates in the MicroSAs, shown in figures 15 and 16 below, are considerably higher than in the MSAs, with Bastrop having the highest rate at 24 percent. The other MicroSAs were similarly around 20 percent. The most striking data points for the MicroSAs is the poverty rate for families with children under 5 years old which were all over 40 percent. Despite Ruston's higher income levels and otherwise higher performing economic indicators, there is a large population of children living there in poverty.

Figure 15: Percent of Families Below Poverty Level for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

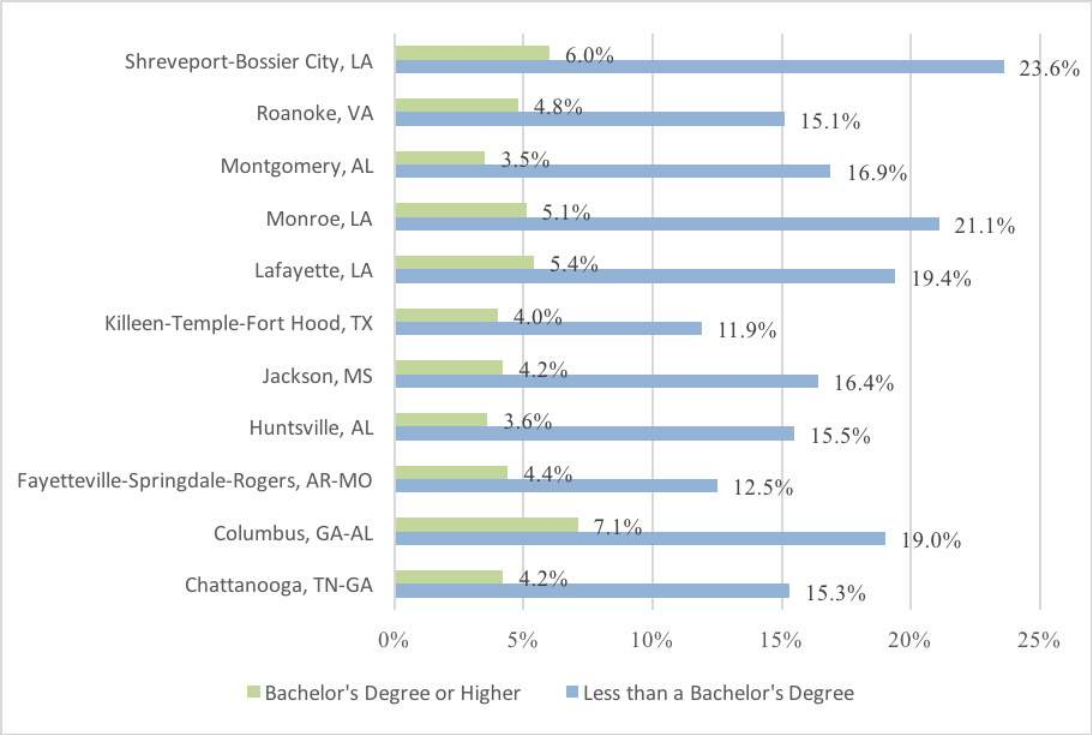
Figure 16: Poverty Rate for Families with Children Under 5 Years Old for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

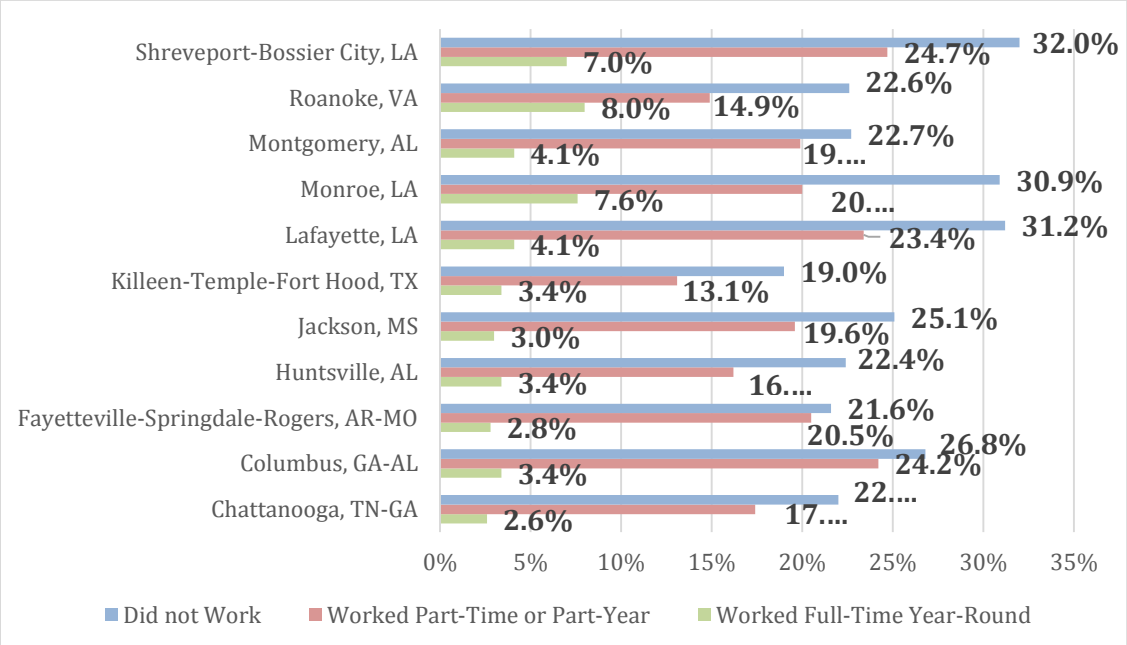
Figures 17 and 18 below illustrate an important component of the poverty story. They show that the overwhelming majority of adults in poverty lack a college education (Figure 17) and a sustained connection to the labor market (Figure 18). Lack of education and lack of connection to the labor market are related and both are major factors for adults in poverty. However, it should be noted that 31.7% of people working, full-time or part-time, year-round in the Shreveport-Bossier MSA and 27.6% doing the same in the Monroe MSA still live below the poverty line. This is further evidence that access to quality education as well as living wage job opportunities are critical to attacking poverty in any community. Policies and investments to support these goals should be high on the MSA's list of priorities.

Figure 17: Percent of Persons Age 25 and Over in Poverty by Education Level for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

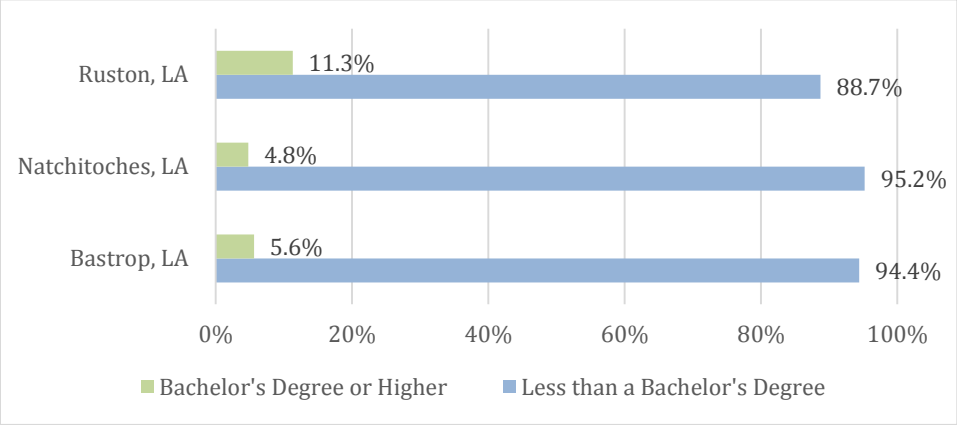
Figure 18: Poverty Rate by Work Status in Past 12 Months for People 16 Years and Older for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

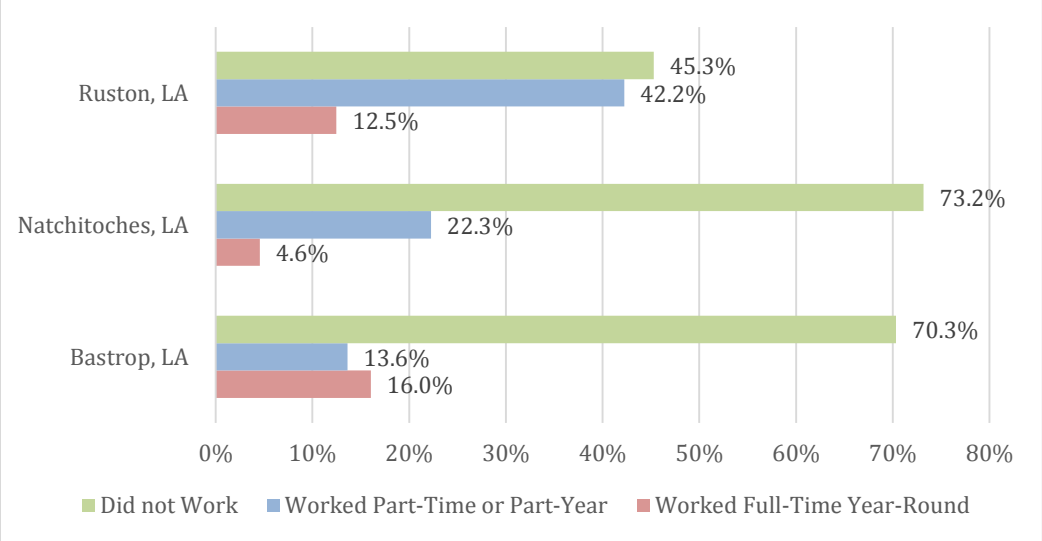
The data for the MicroSAs shows higher poverty rates for all education levels and work status. Interestingly, the Ruston area stands out for a significantly higher poverty rate for people with a bachelor's degree or higher. Ruston also had a much higher rate of people working and living in poverty.

Figure 19: Percent of Persons Age 25 and Over in Poverty by Education Level for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 20: Poverty Rate by Work Status in Past 12 Months for People 16 Years and Older for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

## 3.3 Public Assistance

Transfer payments represent a form of public assistance that is a redistribution of income in the market system without any exchange of goods or services. Examples include welfare (cash assistance), Social Security, food stamps, farm subsidies, and other business subsidies from government to private firms. Here we are concerned with transfer payments and public assistance to individuals and families through the Supplemental Nutrition Assistance Program (SNAP), cash public assistance (Temporary Assistance for Needy Families - TANF), and Supplemental Security Income (disability). Welfare Reform in the mid 1990s changed the nature of the federal cash assistance program. Time limits and work requirements were established, which resulted in large declines in the share of the population receiving benefits and the length of time receiving benefits. These changes also significantly increased the percentage of people working or looking for work while receiving public assistance. As a result, TANF has become a much less significant part of our economic safety net for families, participation in the SSI program has grown (although far less than the drop in TANF enrollment), and the SNAP program has become more critical to families and children in need.[8]

The Shreveport-Bossier MSA ranks 8th of the 11 communities (4th highest rate) in the percentage of households receiving SNAP benefits, unchanged from last year. That rate (18%) was up 1.3 percentage points from last year and was over twice as high as the lowest rate for a peer community (Fayetteville 7.5%). SNAP is a nutrition program, not a cash welfare program, where eligibility depends on family size, citizenship status, household income, and certain expenses. About 75% of SNAP benefits go to households with children, 16% to households with disabled persons, and 9% to households with senior citizens.[9]

Table 7: Households Receiving SNAP Benefits, 2016

| MSA | Families Receiving SNAP | Rank | 2015 Rank |
|---|---|---|---|
| Fayetteville-Springdale-Rogers, AR-MO | 7.5% | 1 | |
| Roanoke, VA | 10.2% | 2 | |
| Huntsville, AL | 10.9% | 3 | |
| Chattanooga, TN-GA | 12.7% | 4 | |
| Killeen-Temple-Fort Hood, TX | 13.2% | 5 | |
| Jackson, MS | 14.3% | 6 | |
| Lafayette, LA | 16.6% | 7 | |
| **Shreveport-Bossier City, LA** | **18.0%** | **8** | ➡ **8** |
| Columbus, GA-AL | 18.1% | 9 | |
| Montgomery, AL | 18.1% | 10 | |
| **Monroe, LA** | **18.4%** | **11** | |

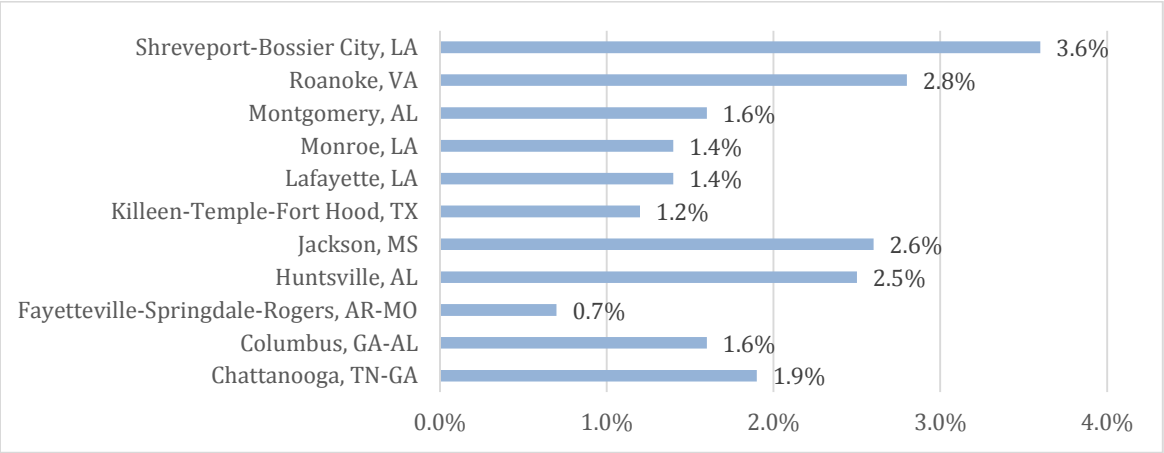
*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

[8] *Child Welfare: An Overview of Federal Programs and Their Current Funding*. Congressional Research Service. Sept 2014.

[9] *Who Uses SNAP?* SNAP to Health. http://www.snaptohealth.org/snap/snap-frequently-asked-questions/

Although overall participation rates are very low for all MSAs, the Shreveport-Bossier MSA has the highest rate of households receiving cash public assistance (Figure 21) across the peer MSAs. Variations in workforce characteristics and employment opportunities can create differences in the usage of public assistance programs within a community. For example, residents in poorer communities with lower education levels and fewer and lower-paying job opportunities (like the Shreveport-Bossier and Monroe MSAs), find SNAP benefits more accessible than cash public benefits because of the work requirements.

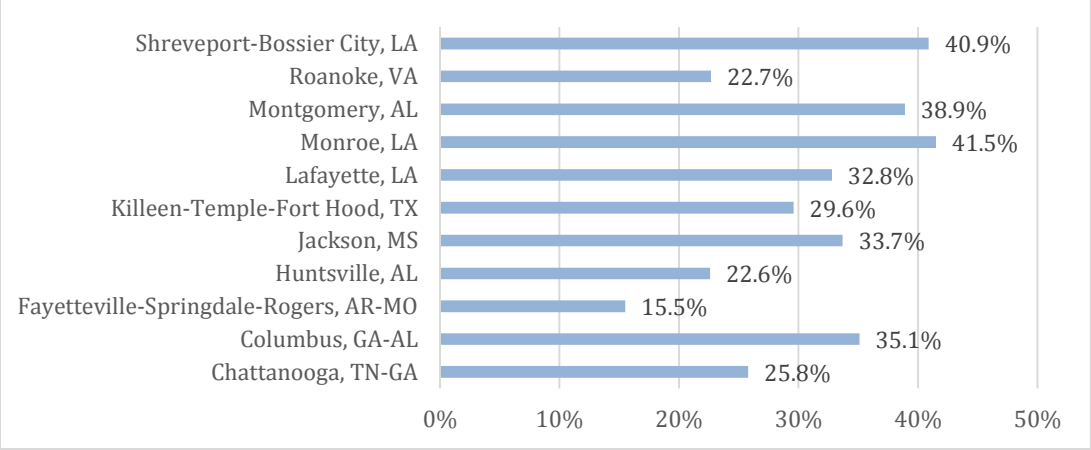
Figure 21: Households with Cash Public Assistance for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

The circumstances of children in a community are critical to an analysis of economic well-being. The Shreveport-Bossier MSA has 40.9% (2nd highest rate) of its children under 18 living in households with some form of public assistance (Figure 22). Last year the MSA had the 5th highest rate among its peers, so Shreveport-Bossier regressed in this category. Creating opportunities for children to be successful despite the obstacles they face represents a significant issue to be addressed in north Louisiana to stop the cycle of poverty and disparity.

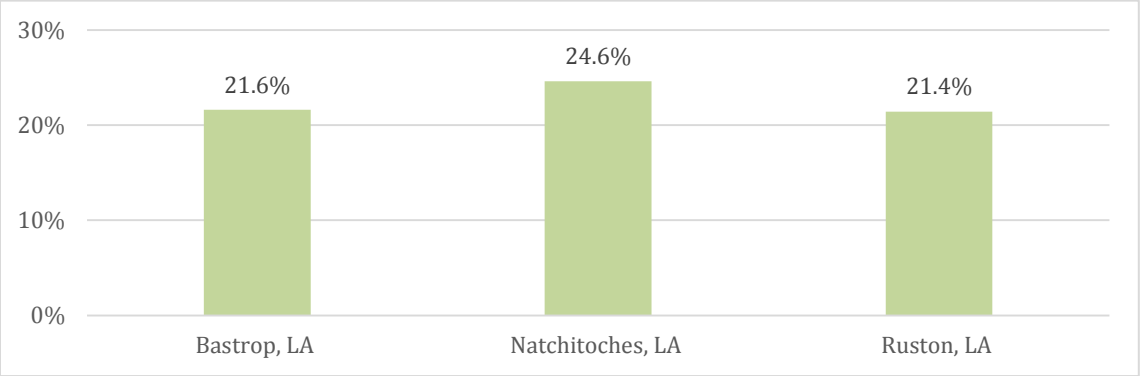
Figure 22: Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP in the Past 12 Months for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

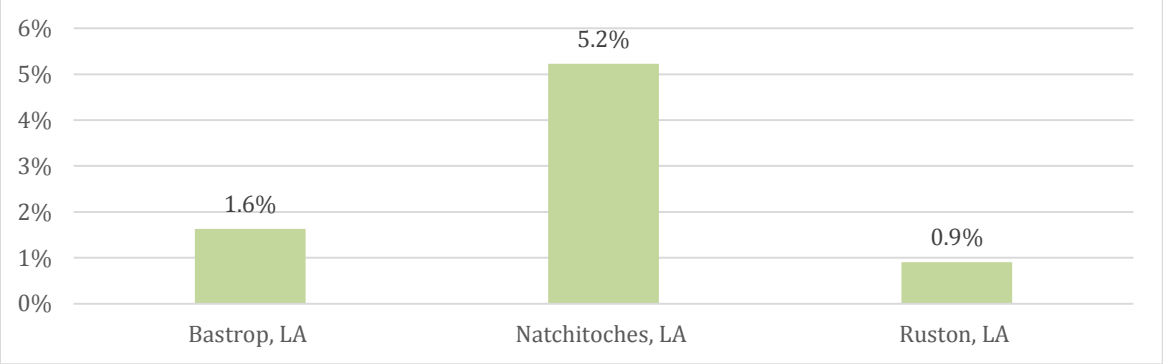
The MicroSAs all have rates of participation in transfer programs that are higher than the MSAs, as expected. In Bastrop and Natchitoches nearly half of minor children live in households receiving some form of public assistance (Figure 25).

Figure 23: Households Receiving SNAP Benefits for Micropolitan Statistical Areas, 2016



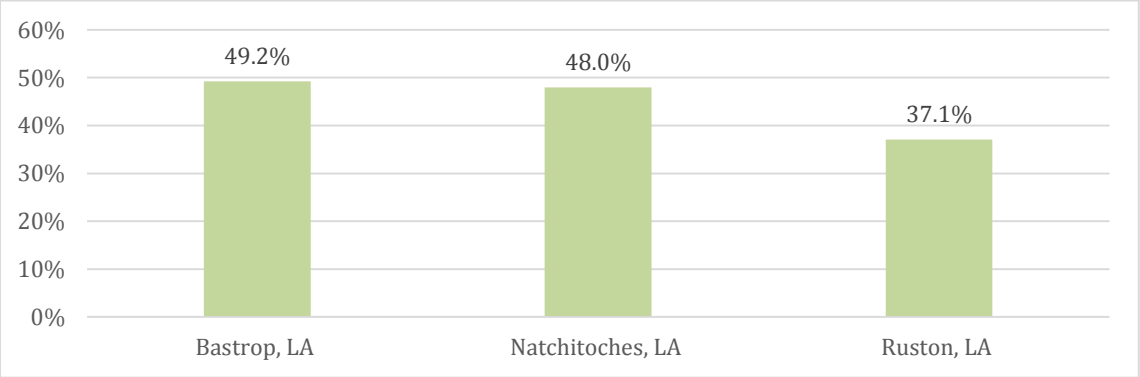

*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 24: Households with Cash Public Assistance for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 25: Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP in the Past 12 Months for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

## 3.4 Housing

The housing crisis that began in 2008 left large sections of once prosperous suburbs vacant and in disrepair. It also caused a wave of foreclosures, a financial crisis, and an economic crisis that led to chronically higher unemployment and squeezed families and businesses for several years. From 2009 to 2014, the U.S. slowly emerged from that crisis, but there are lingering effects. According to the American Community Survey, 42 million households (37%) pay more than 30% of income for housing (moderate burden), whereas 20.2 million (18%) pay more than half (severe burden). These figures grew substantially from 2001 to 2011, exacerbated by the housing crisis. Housing costs that represent this large of a component of a family's income leave low- and moderate-income families with little money left over for food, education, and health care, much less saving and investment. There are a variety of financing tools along with federal policies that have been developed to help low- to moderate-income households, but only one quarter of eligible families receive housing assistance. Consequently, there is need for policy innovations to help meet the affordable housing needs of the nation.

Individuals and families derive many financial and social benefits from home ownership. Communities also reap substantial benefits from home ownership and stable housing, including higher educational achievement, greater civic participation, lower crime, and improved property maintenance.[10] The Shreveport-Bossier MSA ranks 7th in the share of housing units that are owner-occupied, moving up one spot from 2015. Although that ranking is in the lower half of its peers, the actual number is in the middle range of the peer communities in absolute terms.

Table 8: Percent of Occupied Housing Units Owner-Occupied by MSA, 2016

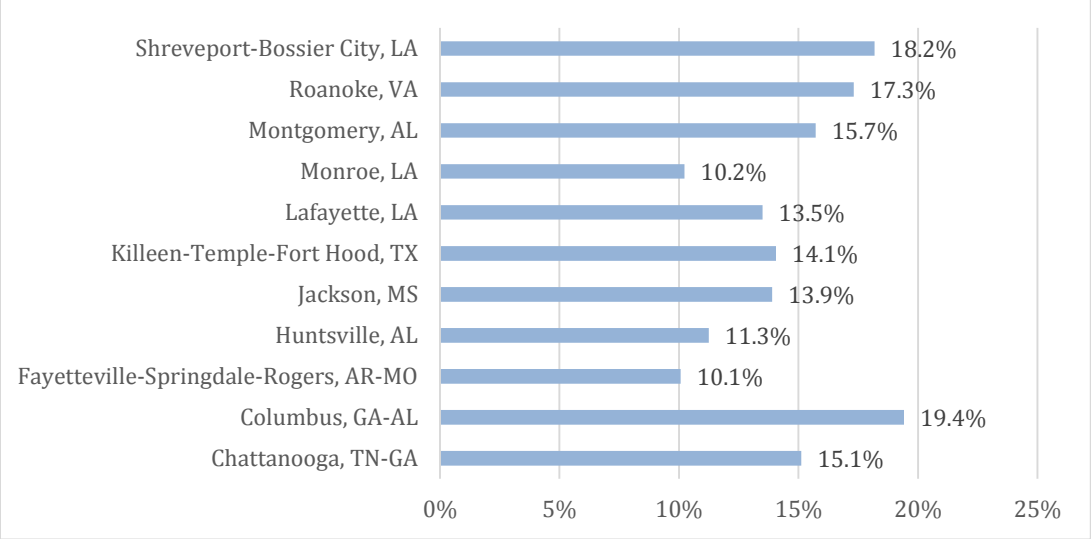
| MSA | Percent of Housing Units Owner-Occupied | Rank | 2015 Rank |
|---|---|---|---|
| Lafayette, LA | 70.1% | 1 | |
| Roanoke, VA | 69.2% | 2 | |
| Huntsville, AL | 68.9% | 3 | |
| Chattanooga, TN-GA | 68.0% | 4 | |
| Jackson, MS | 67.5% | 5 | |
| Montgomery, AL | 63.0% | 6 | |
| **Shreveport-Bossier City, LA** | **60.9%** | **7** | **8** |
| Fayetteville-Springdale-Rogers, AR-MO | 59.5% | 8 | |
| **Monroe, LA** | **59.4%** | **9** | |
| Killeen-Temple-Fort Hood, TX | 55.7% | 10 | |
| Columbus, GA-AL | 53.3% | 11 | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

[10] *Social Benefits of Home Ownership*. National Association of Realtors, Research Division. April 2012

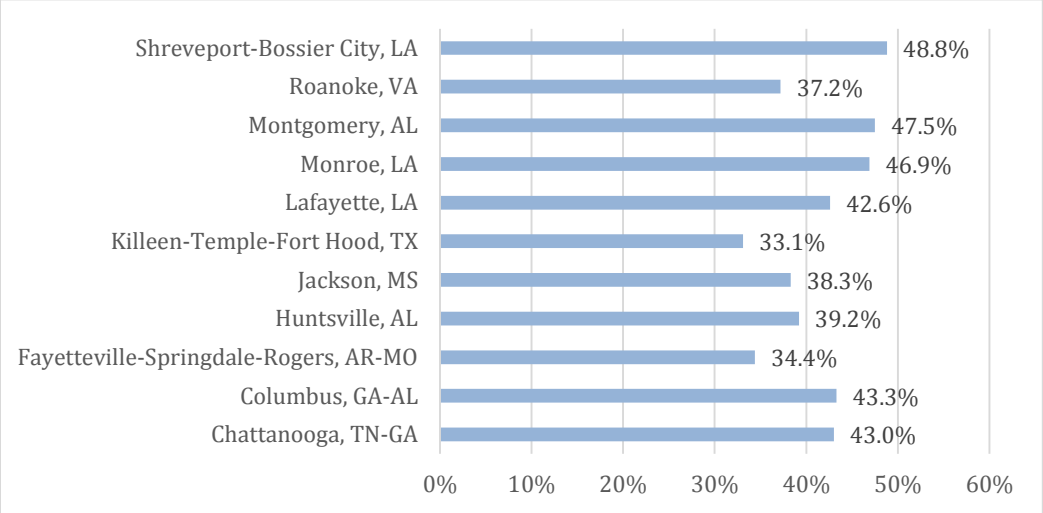
The cost of housing relative to household income is an important indicator of the affordability of housing across MSAs. The Shreveport-Bossier MSA saw a steep rise in in the share of occupied housing units with monthly owner costs 35% or more of household income (this is for households with a mortgage), growing from 13.8 percent in last year's report to 18.2 percent this year (2nd highest). And we still have the highest share (48.8%) of occupied units with rent that is 35% or more of household income. Fayetteville had the lowest share (10.1%) of units with monthly owner costs at 35% or more of household income and Killeen had the lowest share (33.1%) of units with monthly rent 35% or more of household income.

Figure 26: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income by Metropolitan Statistical Area, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 27: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income by Metropolitan Statistical Area, 2016

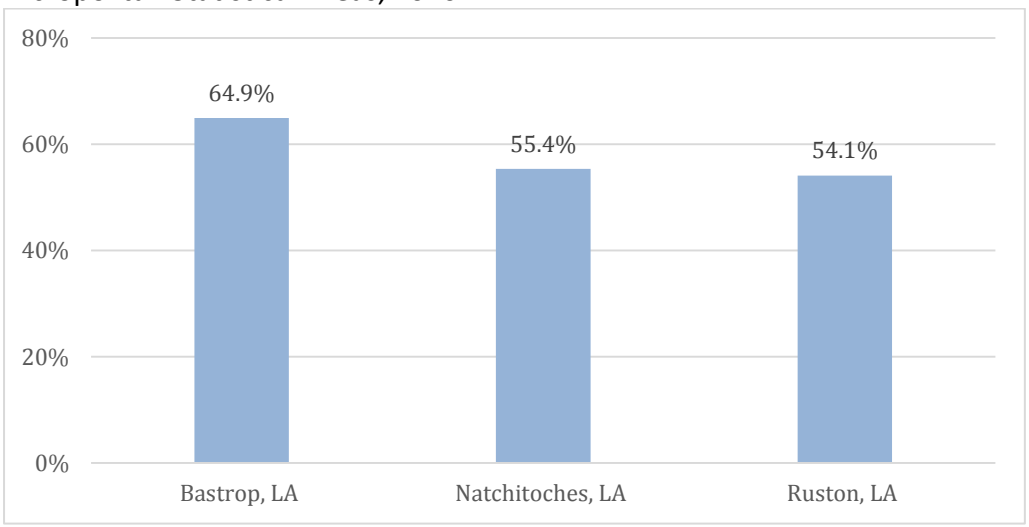



*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Affordable housing is a key driver of family well-being in all facets and, as a result, is a key factor in community well-being. The benefits of affordable housing extend beyond its occupants to increased spending and employment in the local economy and reductions in crime and in the likelihood of foreclosure. Without a sufficient supply of affordable housing, employers—and entire regional economies—can be at a competitive disadvantage because of their subsequent difficulty attracting and retaining workers.[11] Consequently, community-based strategies for affordable housing are a key component of effective community and economic development initiatives. The range of these strategies is rather well-documented, including rental housing preservation, place-based community development, inclusionary housing policies, and low-income housing credits, among others.[12]

The data for our MicroSAs show some interesting results. The share of owner-occupied housing in Bastrop is comparable to the mid-range of our MSAs. Meanwhile the home ownership rates in Ruston and Natchitoches are much lower, in large part due to the proliferation of student housing for the university. The affordability of owner-occupied housing in the MicroSAs is also comparable to the MSAs with Ruston showing the best rate for affordable home ownership, and all areas showing poor affordability of rental housing.

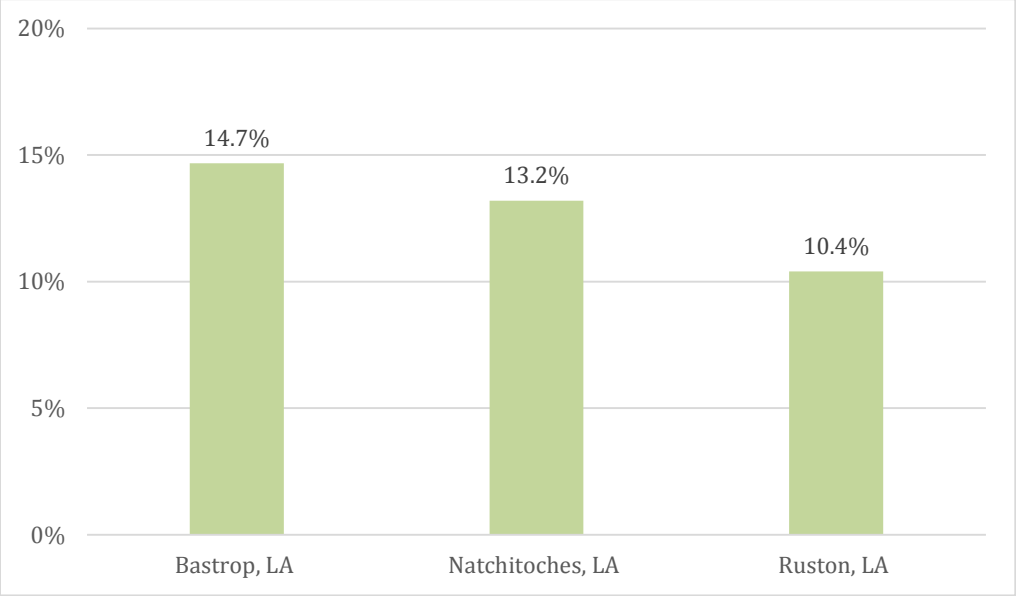
Figure 28: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

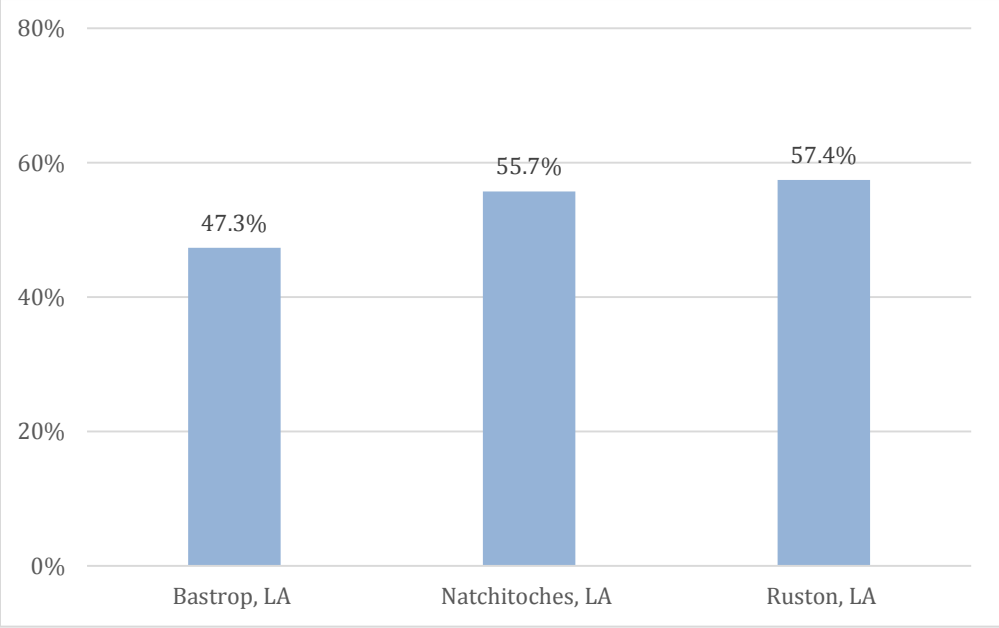
[11] Keith Wardrip, Laura Williams, and Suzanne Hague. "The Role of Affordable Housing In Creating Jobs and Stimulating Local Economic Development: Review of the Literature." Center for Housing Policy. January 2011
[12] Enterprise Community.com: Affordable Housing. http://www.enterprisecommunity.com/policy-and-advocacy/issues

Figure 29: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 30: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Micropolitan Statistical Areas, 2016



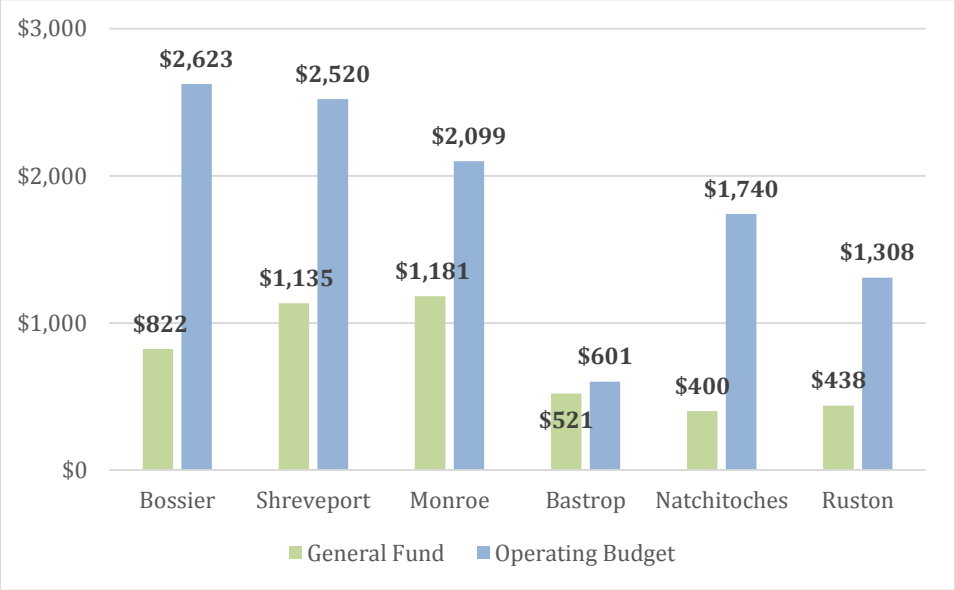

*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

## 3.5 Municipal Finance

During the years immediately following the 2007-2008 housing and financial crisis, many municipalities had severe budget crises that strained their financial reserves and increased their debt. Municipal budget obligations in terms of retirement and health care costs have been growing for over a decade and have reached crisis level in some communities. The City of Shreveport has had particular fiscal difficulties in this regard.

State law requires Louisiana municipalities to operate a balanced budget. When local government wants to spend more money than it is projected to receive in revenue, it issues bonds – a debt security to finance capital spending. Figure 31 illustrates that in the 2017 budget cycle the City of Shreveport is spending more per capita ($1,135) from the general fund than the City of Bossier City ($822). But when the entire Operating Budgets are considered, Bossier City spends more per capita ($2,623) than the City of Shreveport ($2,520). Bossier is spending three times as much per capita in its operating budget as in its general fund, whereas Shreveport spends just over two times as much. The MicroSAs have a great deal of variation. The Natchitoches operating budget per capita is nearly three times that of Bastrop and 40% higher than Ruston.

Figure 31: Per Capita Local Municipal Government Spending per Resident by General Fund and Total Operating Budget, 2017

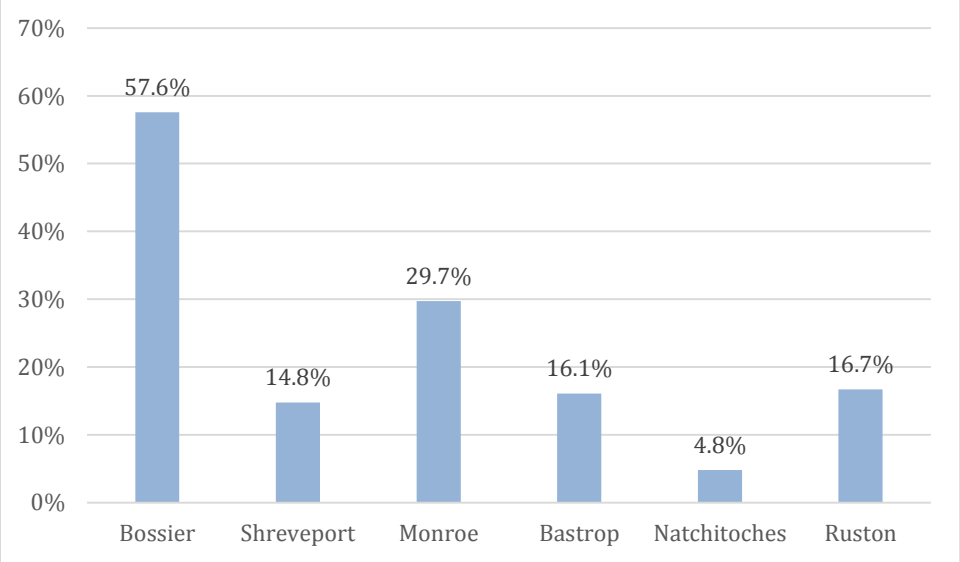



*Source: Calculated by the author using data from the U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov; City of Shreveport 2016 Annual Operating Budget at https://www.shreveportla.gov/DocumentCenter/View/569; City of Bossier City 2016 Operating Budget provided to author by the City of Bossier Finance Department; City of Monroe Annual Operating Budget 2015-2016 provided to the author by the City of Monroe; City of Bastrop 2015-2016 Budget provided to author by the Bastrop Office of the City Clerk; City of Ruston 2016 Budget provided to the author by the Ruston City Clerk; and the City of Natchitoches Annual Report of the Budget 2015-2016 at http://www.natchitochesla.gov/finance/finance*

The ratio of debt service expenditures as a percentage of total governmental fund expenditures can be used to assess service flexibility with the amount of expenses committed to annual debt service. As the ratio increases, service flexibility decreases because more operating resources are being committed to a required financial obligation. In other words, the more a government spends on financing its debt, the less it will have available to fund ongoing services.[13] Figure 32 shows that to meet bond debt principal and interest payments, Bossier City is spending the equivalent of 57.6% of its general fund compared to Shreveport which is spending 14.8%. A debt service ratio of less than 10% is generally considered to be acceptable for city governments. Not all of the debt of these cities—and none in some cases—is being paid from general fund revenues, so these figures don't tell the whole story. But they do indicate the debt load of the city relative to the general fund size. And all other things being equal, a higher ratio here is cause for concern.

The ability of the Shreveport-Bossier MSA to address some of the key issues illustrated in this report will depend partly on the fiscal capabilities of the municipalities in the region. Fiscally responsible government helps to keep these municipal borrowing costs low and provides much needed flexibility throughout phases of the business cycle.

Figure 32: Total Debt Service Payments as Percent of General Fund, 2017



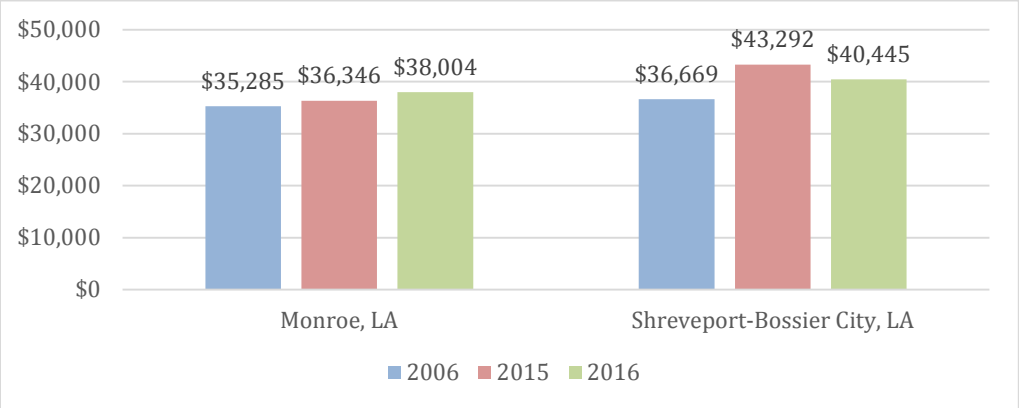

*Source: Calculated by the author using data from the City of Shreveport 2016 Annual Operating Budget at https://www.shreveportla.gov/DocumentCenter/View/569; City of Bossier City 2016 Operating Budget provided to author by the City of Bossier Finance Department; City of Monroe Annual Operating Budget 2015-2016 provided to the author by the City of Monroe; City of Ruston 2016 Budget provided to the author by the Ruston City Clerk; and the City of Natchitoches Annual Report of the Budget 2015-2016 at http://www.natchitochesla.gov/finance/finance*
*Note: Data was not available for the city of Bastrop*

[13] "Debt Service Expenditure Ratio in Large Cities." The Civic Federation. March 2012. http://www.civicfed.org/civic-federation/blog/debt-service-expenditure-ratio-large-cities

## 3.6 Moving the Needle on Economic Well-Being

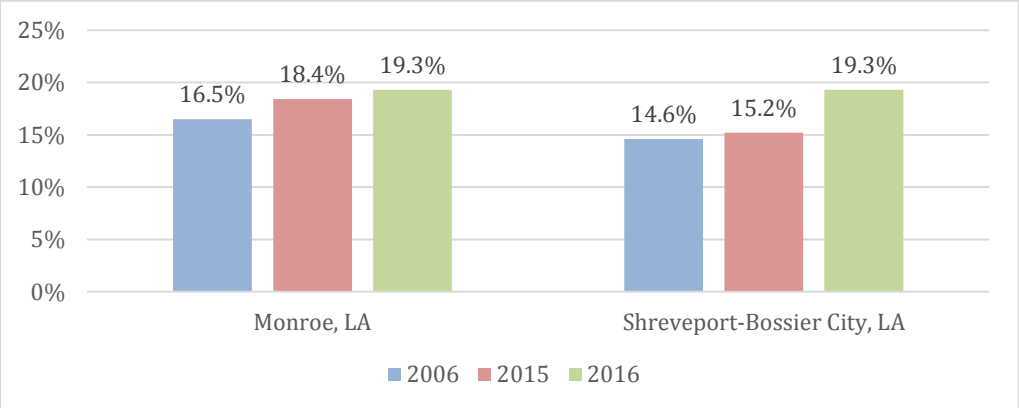
The Shreveport-Bossier MSA has seen significant growth in median household income from 2006 to 2015. However, that trend reversed in 2016, showing a significant drop from $43,292 to $40,445 (Figure 33). The Monroe MSA was mostly stagnant in household income from 2006-2015, but it enjoyed moderate growth over 2016. The poverty and public assistance indicators have each grown in the Monroe MSA from 2006-2016, while the Shreveport-Bossier MSA has seen a significant increase in families below the poverty level and families on public assistance over the same span (Figures 34,35,36). Despite some fluctuations from year to year, the poverty and public assistance indicators in Shreveport-Bossier have been declining. Furthermore, as mentioned above, reducing the percentage of children under 18 living in households receiving public assistance should represent a high priority for program and policy development initiatives in the Shreveport-Bossier and Monroe MSAs.

Figure 33: Median Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



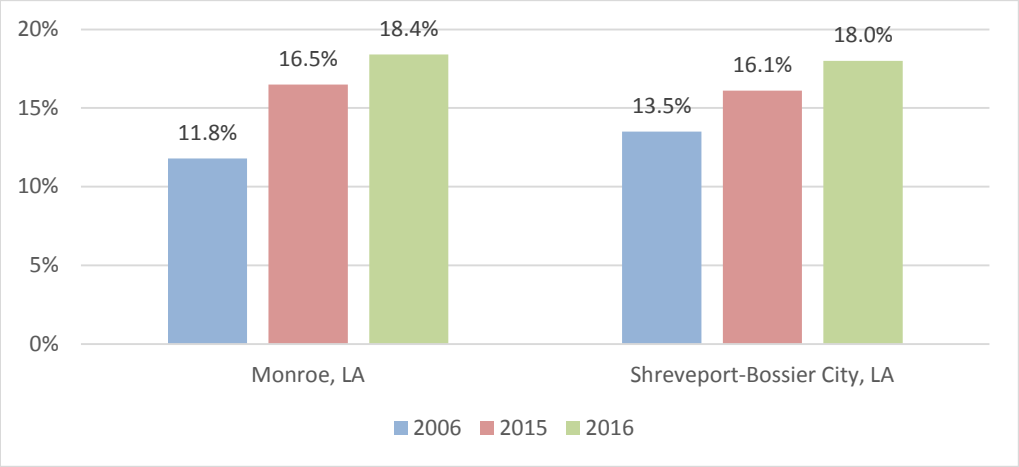

*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 34: Percent of Families Below Poverty Level for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



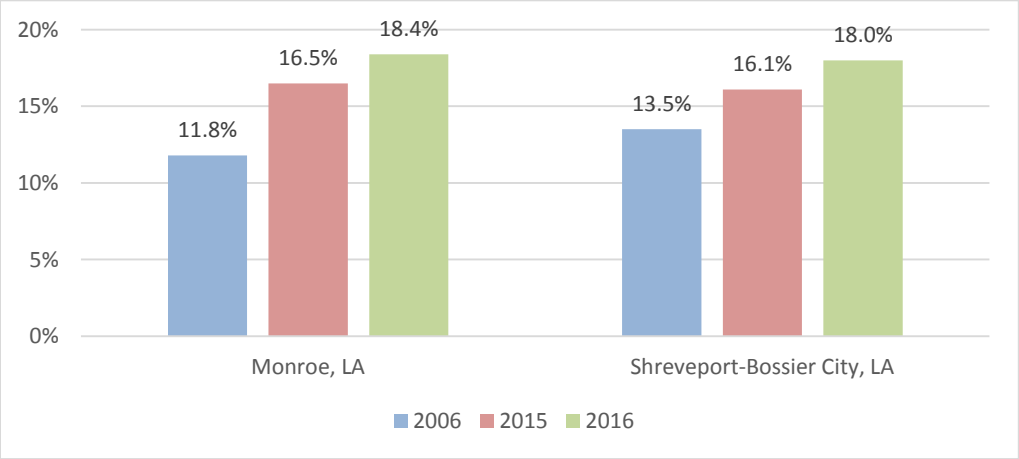

*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 35: Percent of Households with SNAP Benefits for Shreveport-Bossier and Monroe Metropolitan Statistical Areas




*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

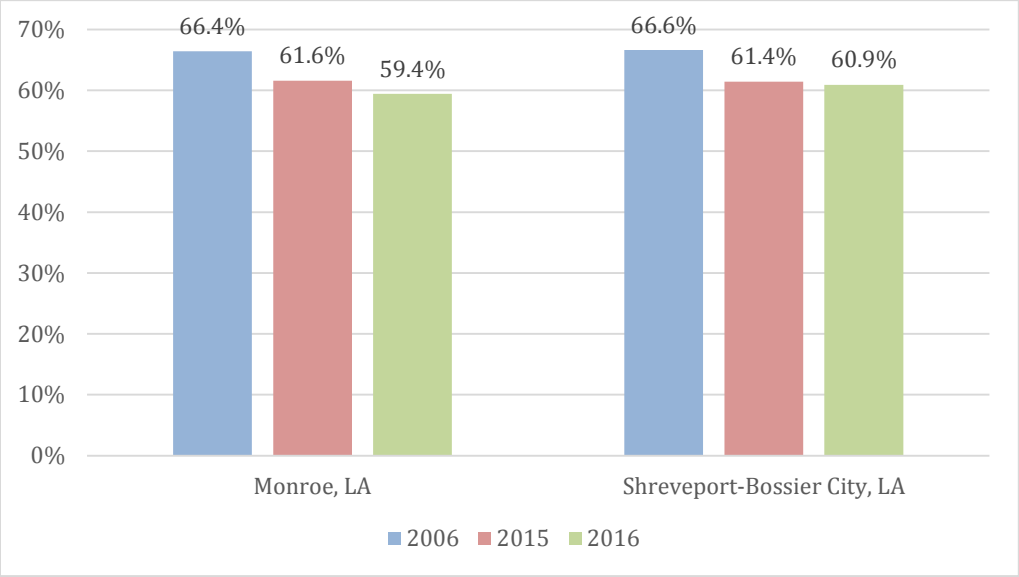
Figure 36: Percent of Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP for Shreveport-Bossier and Monroe Metropolitan Statistical Areas




*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

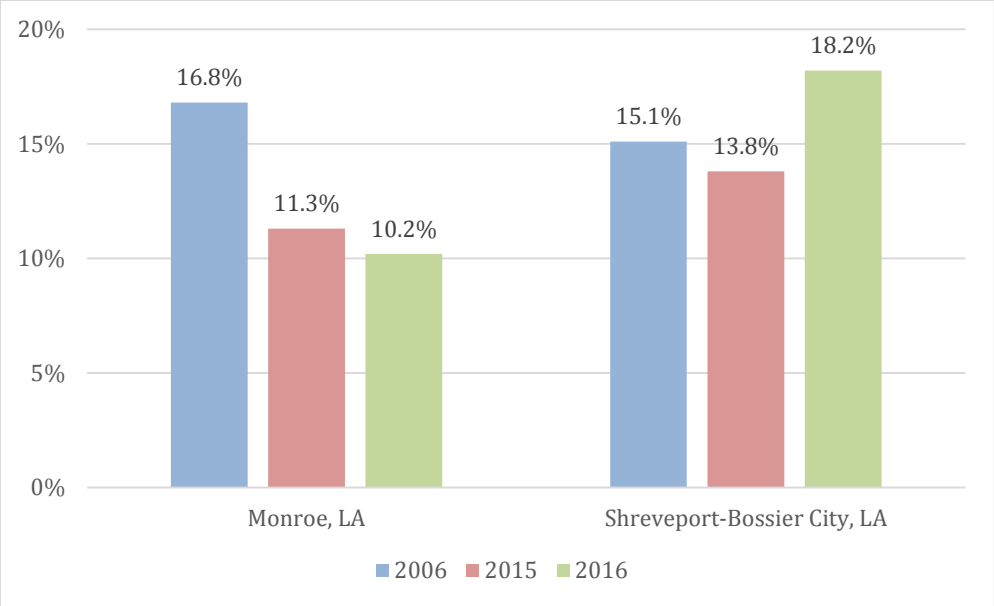
Home ownership in the Shreveport-Bossier and Monroe MSAs has declined between 6 and 7 percentage points over the last decade (Figure 37). This is a concerning trend. Housing affordability has improved in Monroe for homeowners, but not for renters. Meanwhile, affordability of all types of housing has been deteriorating substantially in Shreveport-Bossier. This may not by solely the result of housing costs, but may also be a function of declining economic conditions for families.

Figure 37: Percent of Occupied Housing Units that are Owner-Occupied for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



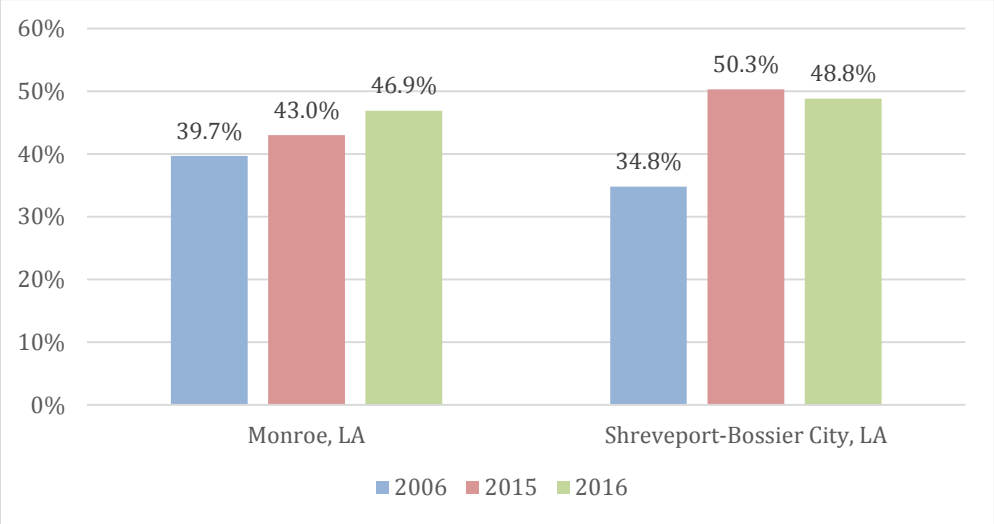

*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 38: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas




*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

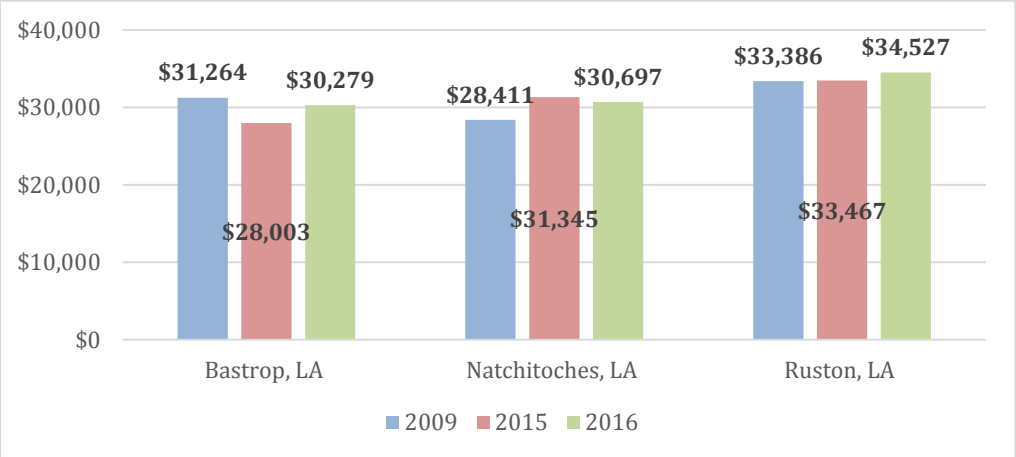
Figure 39: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas




*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

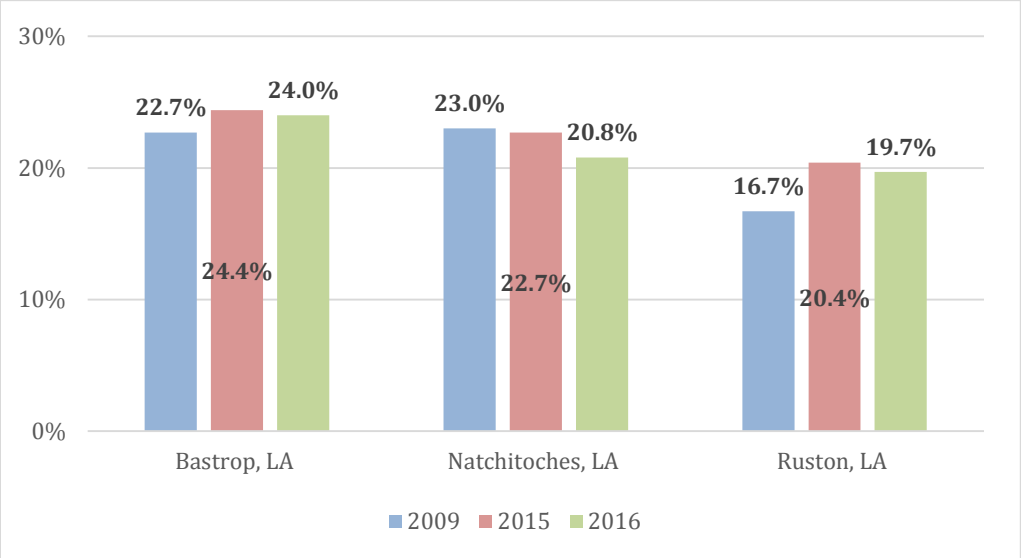
Since 2009 in our MicroSAs household income dropped slightly in Bastrop (Figure 40) while increasing somewhat in Ruston and Natchitoches. Poverty and public assistance rates have remained high through this period (Figures 41, 42, and 43) with significant growth in both categories in Ruston. Ruston has seen an almost 35% increase in the poverty rate since 2009. These data are counter to the national economic trends, but that is not unusual for MicroSAs. Nonetheless, these are alarming indicators that deserve attention from community leaders and policy-makers.

Figure 40: Median Household Income for Micropolitan Statistical Areas



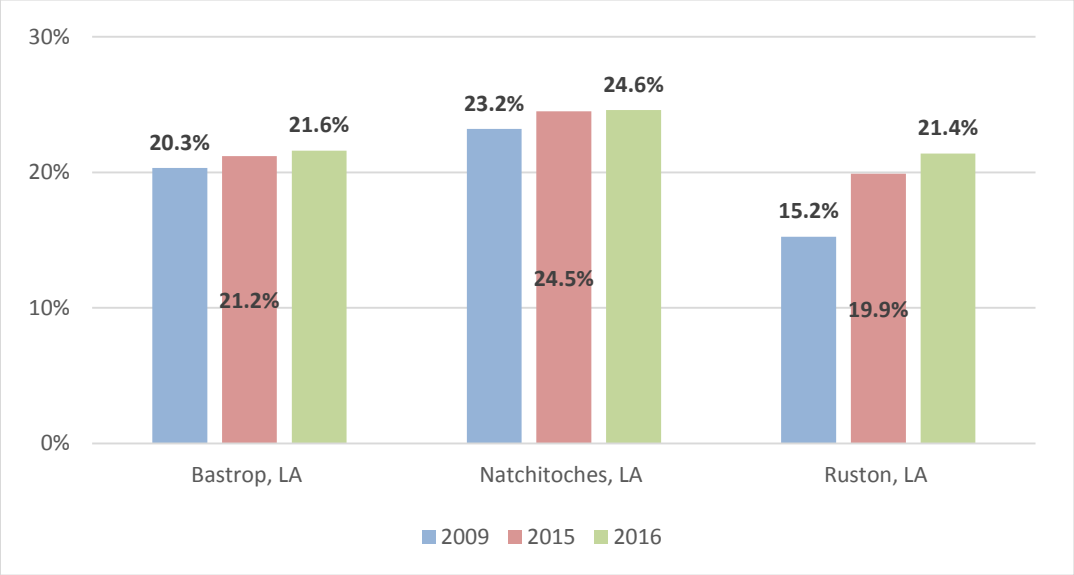

*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 41: Percent of Families Below Poverty Level for Micropolitan Statistical Areas



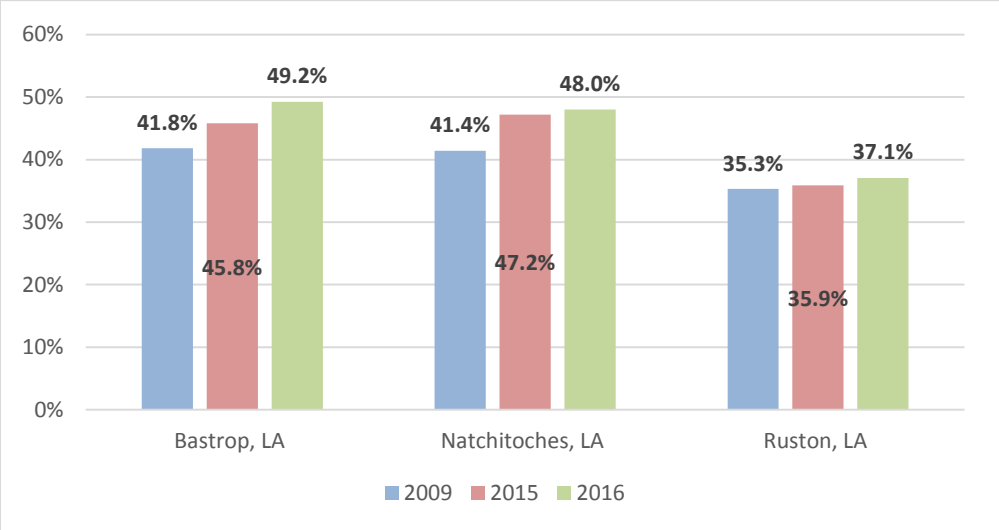

*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 42: Percent of Households with SNAP Benefits for Micropolitan Statistical Areas




*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

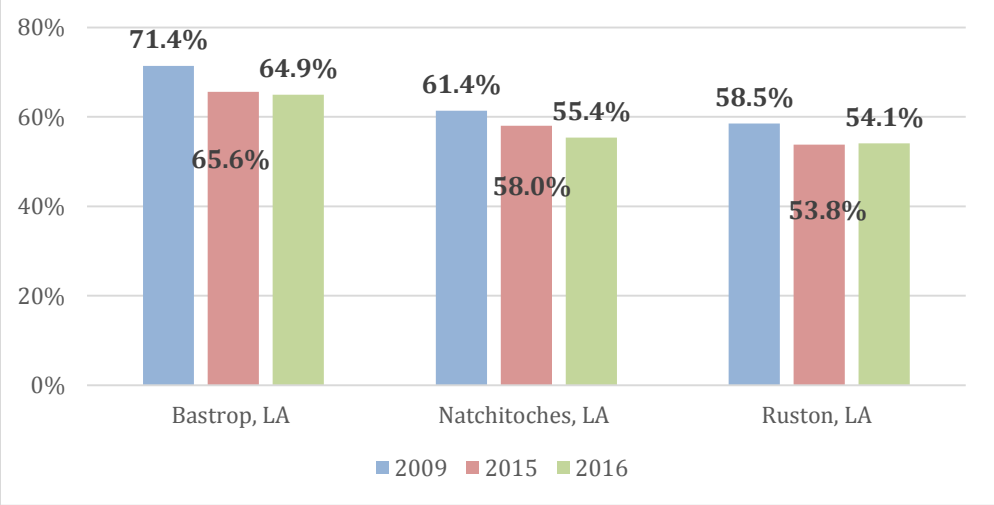
Figure 43: Percent of Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP for Micropolitan Statistical Areas




*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

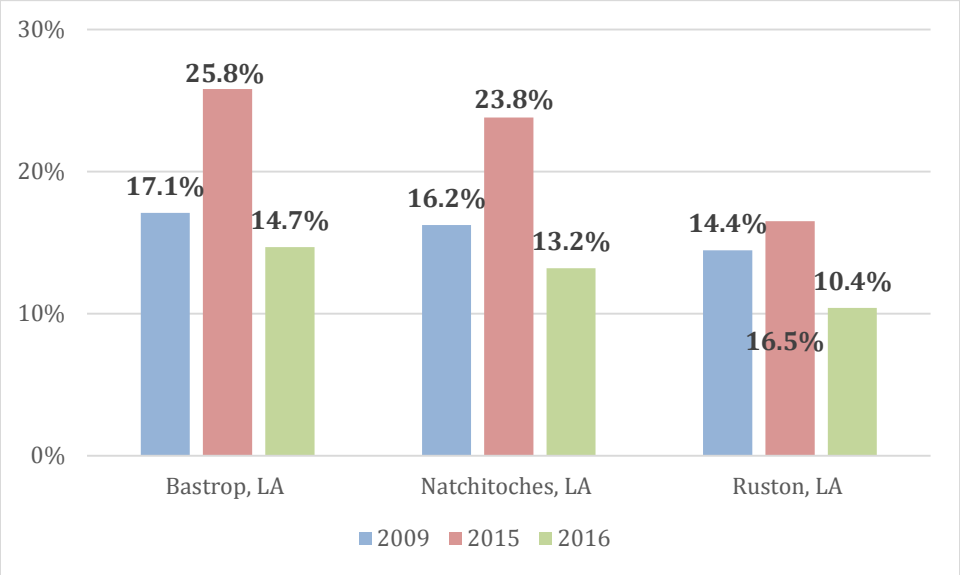
The housing market in the MicroSAs has experienced a mix of trends. Home ownership rates have declined since 2009 in all three (Figure 44), but home ownership has become more affordable for those with homes, except for the outlier year of 2015 (Figure 45). Affordability for renters hasn't changed much since 2009. Given the critical roles that home ownership and housing affordability in general play in the prosperity of communities, these are clearly trends and metrics that these communities should consider addressing.

Figure 44: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas



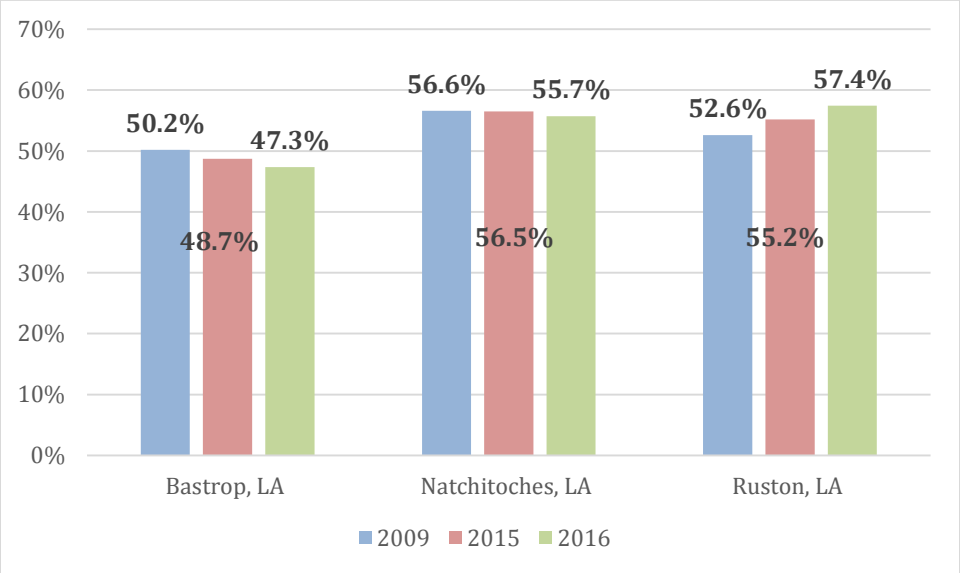

*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 45: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas




*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 46: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Micropolitan Statistical Areas




*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

# 4. Human Capital

## 4.1 Education

There is strong evidence that young children who participate in high-quality pre-k programs enter school more ready to learn than their peers. The national Early Childhood Longitudinal Study—Kindergarten Cohort—shows that students who attended a pre-k program scored higher on reading and math tests than children receiving parental care.[14] Students who attended a child care center or other preschool program also showed gains, and pre-k students exhibited the greatest achievement. The evidence is strong that high-quality pre-k programs have significant short- and long-term impacts on children and their communities. Although enrollment in an early childhood program does not provide a guarantee for kindergarten readiness, there are strong indicators that these programs do increase the likelihood of kindergarten readiness. In 2016, our MSA saw a significant increase in the percentage of 3- and 4-year-olds enrolled in school from to 39.8% in 2015 to 49.7% in 2016. Our ranking among peer communities rose from 9th to 3rd (Table 9 and Figure 47). This represents a dramatic improvement in our ranking as well as the absolute number.

Table 9: Percent of 3- and 4-Year-Olds Enrolled in School, 2016[15]

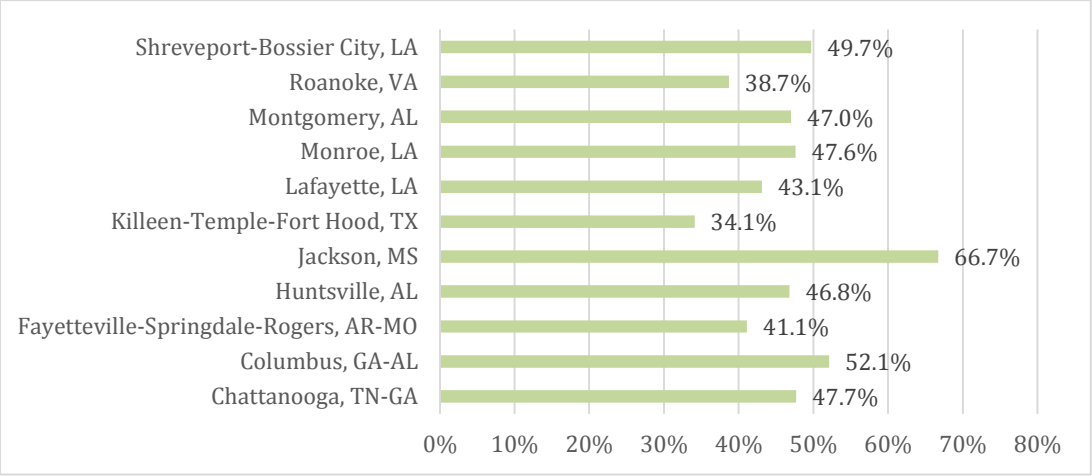
| MSA | Percent Enrolled in School | Rank | 2015 Rank |
|---|---|---|---|
| Jackson, MS | 66.7% | 1 | |
| Columbus, GA-AL | 52.1% | 2 | |
| **Shreveport-Bossier City, LA** | **49.7%** | **3** | **9** |
| Chattanooga, TN-GA | 47.7% | 4 | |
| **Monroe, LA** | **47.6%** | **5** | |
| Montgomery, AL | 47.0% | 6 | |
| Huntsville, AL | 46.8% | 7 | |
| Lafayette, LA | 43.1% | 8 | |
| Fayetteville-Springdale-Rogers, AR-MO | 41.1% | 9 | |
| Roanoke, VA | 38.7% | 10 | |
| Killeen-Temple-Fort Hood, TX | 34.1% | 11 | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

[14] Gormley, W., Gayer, T., Phillips, D., and Dawson, B., 2004b. The Effects of Universal Pre-k on Cognitive Development. Washington, DC: Georgetown University, Center for Research on Children in the U.S.

[15] Pre-k is a classroom-based preschool program for children age 3 to 4. It may be delivered through a preschool or within a reception year in elementary school. Formal pre-k differs from day care in that preschools typically provide care for shorter hours and are closed for holidays, school breaks, and summer, though some may offer full-time programs, extended care, and summer options. Preschools must be licensed, and most teachers have some training in early childhood education.

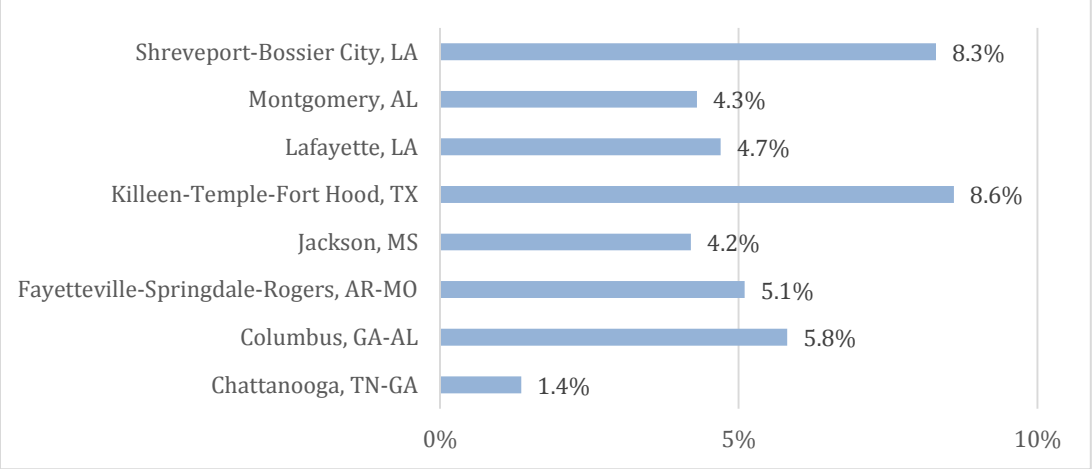
Figure 47: Percent of 3- and 4-Year-Olds Enrolled in School for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

At the other end of the youth spectrum are 16- to 19-year-olds. In 2014, the Shreveport-Bossier MSA had the 3rd highest share of this group not enrolled in school, not in the labor force, and unemployed (12.1%). In 2015 that number rose alarmingly to 14.9%, the highest among the peer communities for which data was available. However, from 2015 to 2016 that figure fell to 8.3%--still 2nd highest among our peers, but a dramatic improvement from previous years. This is a critical measure of how well the education system, business sector, and community as a whole are engaging and preparing young people for success in the labor market. Over time this indicator is a key factor in the data in Table 11, showing 13.3% of the population of the Shreveport-Bossier MSA and 14.9% in Monroe with less than a high school diploma or GED.

Figure 48: Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*
*Note: Data not available for Huntsville, AL; Monroe, LA; or Roanoke, VA*

In the United States, adults without a high school diploma or equivalency have a significantly higher likelihood of unemployment and poverty and longer durations of both.[16] Also, they earn less when they do work, and there is significant evidence that the high school equivalency does not improve those prospects much. Furthermore, this situation also leads to higher risks of economic and social problems and lower likelihood of educational attainment for the children of parents without a high school diploma. The Shreveport-Bossier MSA ranks 6th with 13.3% of the 25 and older population having less than a high school diploma or equivalency (Table 11).

Table 10: Percent of Population 25 Years & Over Less than High School Grad or Equivalent, 2016

| MSA | Percent Less Than High School Grad or Equivalent | Rank | 2015 Rank |
|---|---|---|---|
| Killeen-Temple-Fort Hood, TX | 10.4% | 1 | |
| Roanoke, VA | 11% | 2 | |
| Huntsville, AL | 11.7% | 3 | |
| Columbus, GA-AL | 12.6% | 4 | |
| Jackson, MS | 12.7% | 5 | |
| **Shreveport-Bossier City, LA** | **13.3%** | **6** | **6** |
| Fayetteville-Springdale-Rogers, AR-MO | 13.4% | 7 | |
| Chattanooga, TN-GA | 13.5% | 8 | |
| Montgomery, AL | 14.3% | 9 | |
| **Monroe, LA** | **14.9%** | **10** | |
| Lafayette, LA | 17% | 11 | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

In addition to better labor market prospects in general, the other important opportunity that opens up for those who complete high school or a GED is post-secondary and higher education. The Shreveport-Bossier MSA made a significant jump from 8th to 6th in 2016 (Table 11) in the share of the population with associate's degrees and improved from 10th to 8th in the share of the population with a bachelor's degree or higher. The other Louisiana communities among our peers, Monroe and Lafayette, both scored poorly on the share of the population with less than a high school diploma and the share with an associate's degree. Huntsville has the best share of the population with a bachelor's degree or higher at 36.7%.

[16] Sum, Andrew et al. *The Consequences of Dropping Out of High School*. Center for Labor Market Studies, Northeastern University. October 2009

Table 11: Percent of Population 25 Years & Over with an Associate's Degree, 2016

| MSA | Percent with Associate's Degree | Rank | 2015 Rank |
|---|---|---|---|
| Roanoke, VA | 11.3% | 1 | |
| Killeen-Temple-Fort Hood, TX | 11.2% | 2 | |
| Columbus, GA-AL | 9.5% | 3 | |
| Chattanooga, TN-GA | 9% | 4 | |
| Jackson, MS | 8.3% | 5 | |
| **Shreveport-Bossier City, LA** | **7.2%** | **6** | **8** |
| Huntsville, AL | 7.1% | 7 | |
| Montgomery, AL | 6.8% | 8 | |
| Fayetteville-Springdale-Rogers, AR-MO | 5.3% | 9 | |
| **Monroe, LA** | **5.2%** | **10** | |
| Lafayette, LA | 5.1% | 11 | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Table 12: Percent of Population 25 Years & Over w/Bachelor's Degree or Higher, 2016

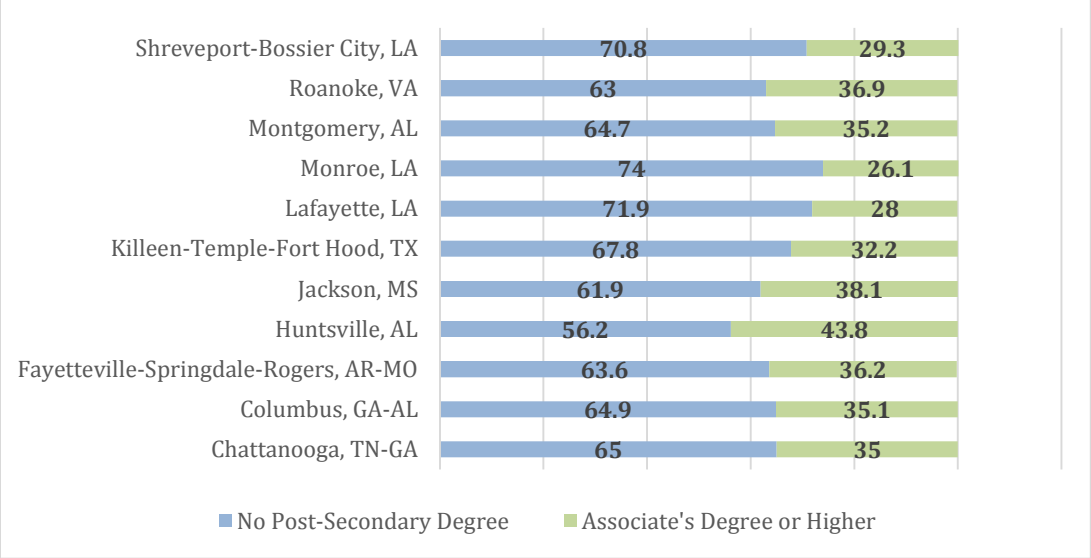
| MSA | Percent with Bachelor's Degree or Higher | Rank | 2015 Rank |
|---|---|---|---|
| Huntsville, AL | 36.7% | 1 | |
| Fayetteville-Springdale-Rogers, AR-MO | 30.9% | 2 | |
| Jackson, MS | 29.8% | 3 | |
| Montgomery, AL | 28.4% | 4 | |
| Chattanooga, TN-GA | 26% | 5 | |
| Columbus, GA-AL | 25.6% | 6 (tie) | |
| Roanoke, VA | 25.6% | 6 (tie) | |
| Lafayette, LA | 22.9% | 7 | |
| **Shreveport-Bossier City, LA** | **22.1%** | **8** | **10** |
| Killeen-Temple-Fort Hood, TX | 21% | 9 | |
| **Monroe, LA** | **20.9%** | **10** | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Combining the high school, post-secondary, and higher education measures in Figure 49, demonstrates that the Shreveport-Bossier MSA has the 3rd highest percentage (70.8%) of the population with something less than a post-secondary degree. Lafayette was slightly higher at 71.9%, and Monroe had the worst rate at 74%. Communities with 70% or more of their citizens lacking a post-secondary education are not well positioned to compete for 21st century economic opportunities. Huntsville, on the other hand, is by far the best in this category with 46.3% of its population over 25 having earned an associate's degree or higher.

Huntsville is an example of a community that has pursued a high-education, high-wage economic development strategy. Louisiana has often taken the opposite approach, eschewing investments in quality pre-k through post-secondary education systems and building a relatively low-wage economy over time as a result. In the 21st century economy, a competitive workforce is a critical component of globally competitive and prosperous communities. For our region, these education indicators represent a significant obstacle to fielding a competitive workforce for a 21st century economy and merit considerable attention from policy makers in the region and the state. Improving these figures is vital to regional success and will require long-term commitment and investment.

Figure 49: Education Levels for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

The advent of the personal computer and the Internet have changed the way we all live, work, and learn. The digital divide refers to the gap between demographics and regions that have access to modern information and communications technology, and those that do not have or have restricted access. The divide is driven by age, income, education level, community type, and ethnic background.[17] Those on the wrong side of this divide—without regular, reliable access to this technology—are left out of economic and educational opportunities on a growing scale. Table 13 and Figure 50 (below) show that the Shreveport-Bossier MSA ranks 10th (same as last year) in the percentage of households with a computer and tied for 10th (down from 8th last year) in percentage of households with a broadband internet subscription. This seems to indicate that the digital divide in the Shreveport-Bossier MSA and the Monroe MSA is significantly wider than in the comparative communities. This divide is partly driven by education levels, but it reinforces that problem by reducing access to educational opportunities for those without easy access to computer and internet resources. There are a wide variety of

[17] "The State of the Digital Divide." Pew Research Center. PowerPoint Presentation, Nov 2013. http://www.pewinternet.org/2013/11/05/the-state-of-digital-divides-video-slides/

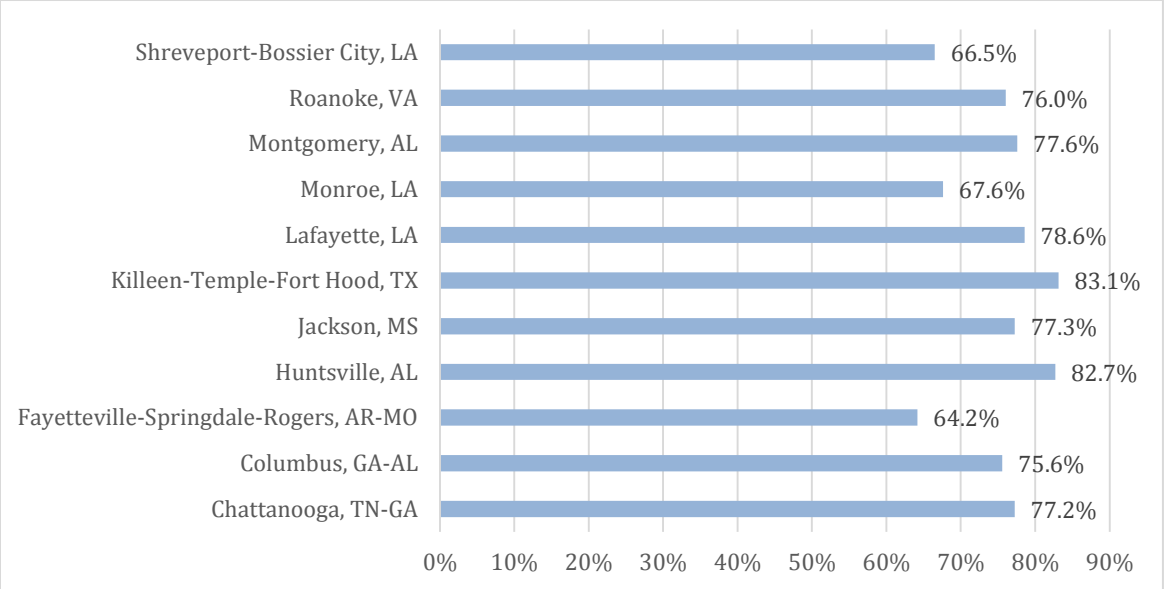
strategies for addressing this divide that have been pursued by progressive communities around the country that should be considered in our region.

Table 13: Percent of Households with a Computer, 2016

| MSA | Percent with a Computer | Rank | 2015 Rank |
|---|---|---|---|
| Killeen-Temple-Fort Hood, TX | 93.0% | 1 | |
| Fayetteville-Springdale-Rogers, AR-MO | 90.3% | 2 | |
| Huntsville, AL | 90.3% | 3 | |
| Roanoke, VA | 87.2% | 4 | |
| Jackson, MS | 86.7% | 5 | |
| Montgomery, AL | 86.2% | 6 | |
| Lafayette, LA | 86.1% | 7 | |
| Columbus, GA-AL | 85.8% | 8 | |
| Chattanooga, TN-GA | 85.6% | 9 | |
| **Shreveport-Bossier City, LA** | **83.4%** | **10** | **10** |
| **Monroe, LA** | **79.0%** | **11** | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*
*Note: Data not available for Micropolitan Statistical Areas.*

Figure 50: Percent of Households with a Broadband Internet Subscription for Metropolitan Statistical Areas, 2016

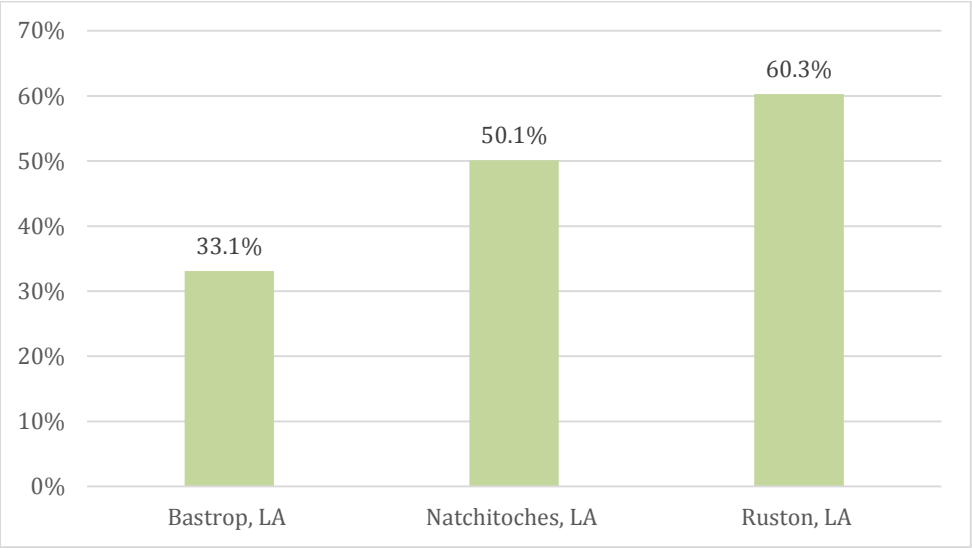



*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*
*Note: Data not available for Micropolitan Statistical Areas*

The MicroSAs exhibit some striking differences in educational metrics (Figures 51 and 52 below). The share of 3- and 4-years-olds enrolled in school in Ruston is 60.3% (higher than all but one MSA), whereas the figure for Natchitoches is 50.1% (higher than all but 2 MSAs) and Bastrop 33.1%. In Ruston, 41% of adults over 25 have an associate's degree or higher (higher

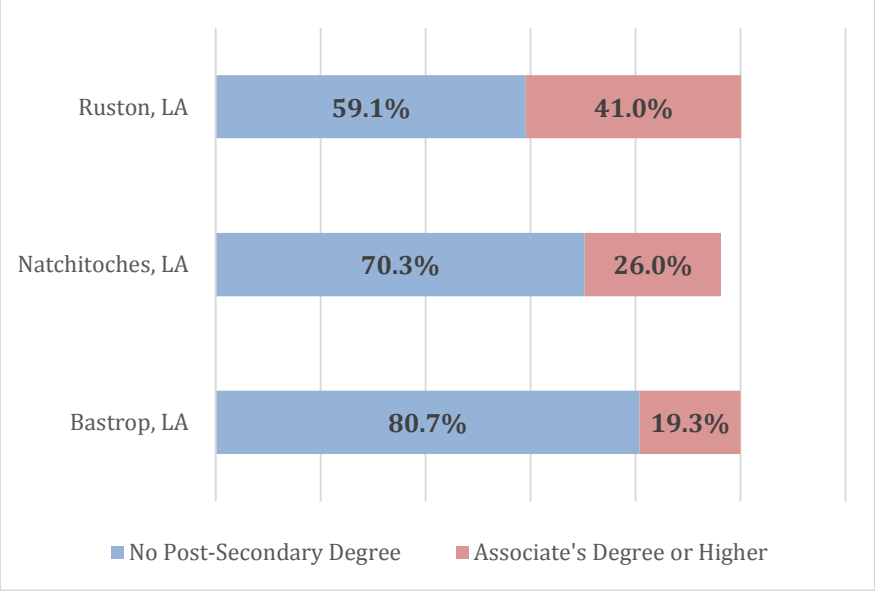
than all but one of the MSAs), whereas in Bastrop only 19.3% of adults have achieved this level. The presence of Louisiana Tech University makes a tremendous difference in these data. But regardless of the reason, the challenge of workforce competitiveness still remains for communities with low levels of education and poor engagement with the education system.

Figure 51: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 52: Education Levels for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

## 4.2 Workforce

Table 14: Unemployment Rate, 2016

| MSA | Percent Unemployed | Rank | 2015 Rank |
|---|---|---|---|
| Fayetteville-Springdale-Rogers, AR-MO | 2.4 | 1 | |
| Chattanooga, TN-GA | 4.8 | 2 | |
| Huntsville, AL | 4.9 | 3 | |
| Roanoke, VA | 6.2 | 4 | |
| Montgomery, AL | 6.3 | 5 | |
| **Monroe, LA** | **6.6** | **6** | |
| **Shreveport-Bossier City, LA** | **6.8** | **7** | **4** |
| Columbus, GA-AL | 7.5 | 8 (tie) | |
| Lafayette, LA | 7.5 | 8 (tie) | |
| Killeen-Temple-Fort Hood, TX | 7.6 | 9 | |
| Jackson, MS | 8.1 | 10 | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

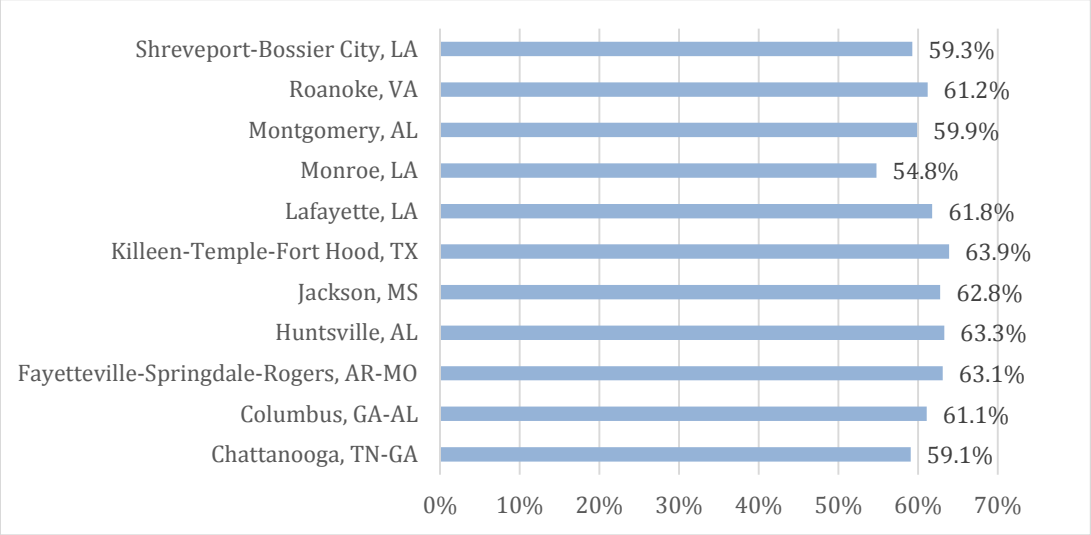
In 2013, the Shreveport-Bossier MSA enjoyed the 2nd lowest average unemployment rate of the comparative communities. In 2016, however, Shreveport-Bossier ranks 7th among its peers with a 6.8% unemployment rate. In addition, it had the 3rd lowest labor force participation rate[18] (Figure 53). These data show that while those eligible for and looking for work are still finding it at a reasonable but declining rate, a large share of the population is not looking for work (e.g., retired, disabled, discouraged workers). Furthermore, like most of Louisiana, Shreveport-Bossier has seen its unemployment rate rise while unemployment has been falling across most of the nation. This diversion from the national trend began in 2015. The already low labor force participation rate also fell while the national number rose. There was, however, a 1 percentage point uptick in participation from 2015 to 2016. For a number of reasons, including disaster relief funding from the federal government and Haynesville Shale development, Louisiana bucked much of the negative national trend during the years following the financial crisis of 2008. As those factors dwindled and the depression of oil and gas prices deepened, Shreveport-Bossier is again trending in the opposite direction of the rest of the nation. Unfortunately, while the nation generally continued its recovery from around 2012 to 2016, Shreveport - Bossier has seen a decline.

Figure 54 shows that the MSA has the highest share of employment in the Service occupations (tied with Killeen), the 4th highest share in Natural Resources/Construction/Maintenance, and the lowest share of employment in Production/Transportation/Material Moving compared to its peers. Those service occupations tend to be the lowest-paying, lowest-skilled occupations in the economy, but depending on the industry and the labor laws, Natural

[18] Labor force participation rate is defined as the share of the working age population 16-64 that is currently employed or unemployed, but actively looking for or available for employment.

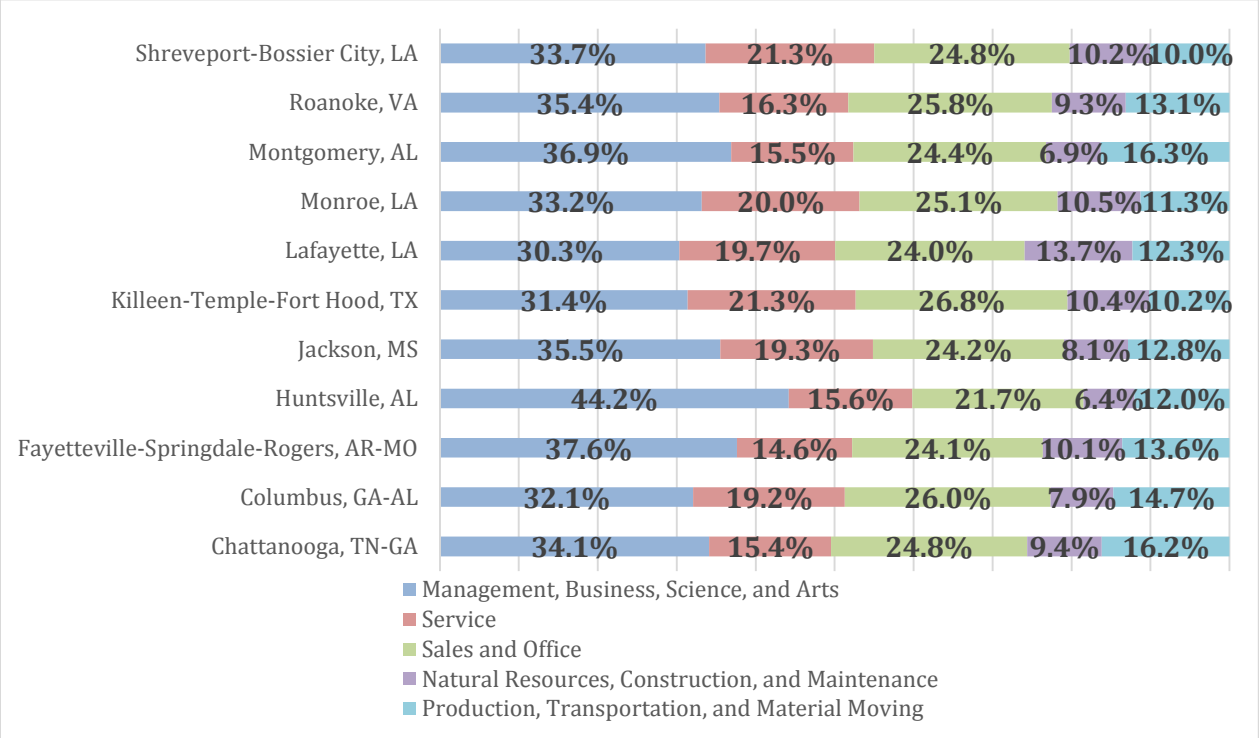
Resources/Construction/Maintenance can be good-paying blue-collar jobs or low-paying menial labor work. In Louisiana, there is typically a mix of both in that sector. Overall, Figure 54 shows the tendency toward a low-wage economy in Louisiana reflected in the MSA.

Figure 53: Percent of Population 16 and Over in Labor Force for MSAs, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 54: Employment by Occupation for Metropolitan Statistical Areas, 2016

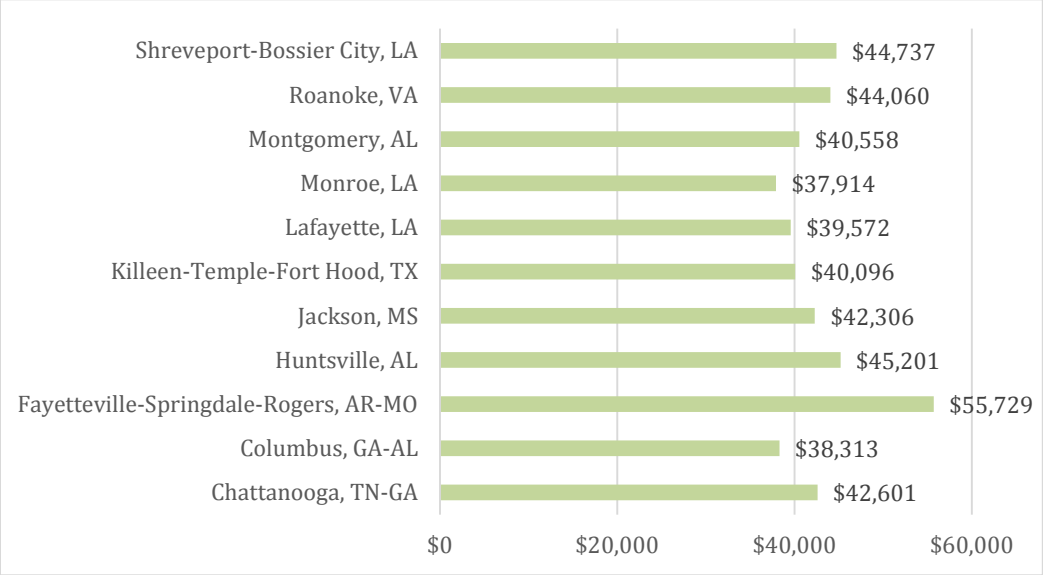



*Source: Calculated by author using data from the U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Personal income is the income received by, or on behalf of, all persons from all sources: from participation as laborers in production, from owning a home or business, from the ownership of financial assets, and from government and business in the form of transfers. It includes income from domestic sources as well as the rest of world. It does not include realized or unrealized capital gains or losses. It is a measure of the overall returns from production in an economy as well as the return of earnings from that production to persons. However, it does not consider the distribution of those returns between labor and capital, and it includes transfer payments, which are not returns from production. Therefore, interpreting this data requires incorporating information from other parts of this report (e.g., household income, wage rates, GDP per capita, etc.).

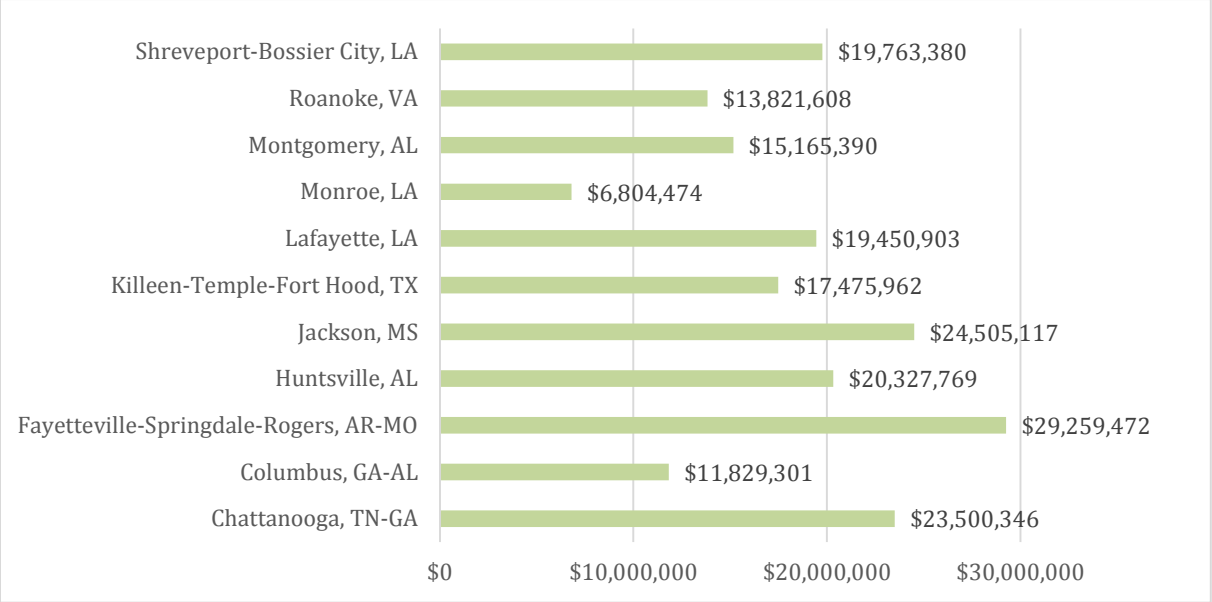
Table 55 indicates that on a per capita basis the Shreveport-Bossier area has a very productive economy with significant returns to all persons from all sources. Only the Fayetteville and Huntsville MSAs are higher. Furthermore, the growth in personal income (Figure 57) has been quite strong and just above the middle ranking of our peers. The discordance between this figure and the figures showing high poverty, low median household income, and low median wage indicate that while there is much income generated in the Shreveport-Bossier MSA, it is not broadly distributed across the population. This has been the case historically in the Shreveport-Bossier community and in Louisiana.

Figure 55: Per Capita Personal Income for Metropolitan Statistical Areas, 2016



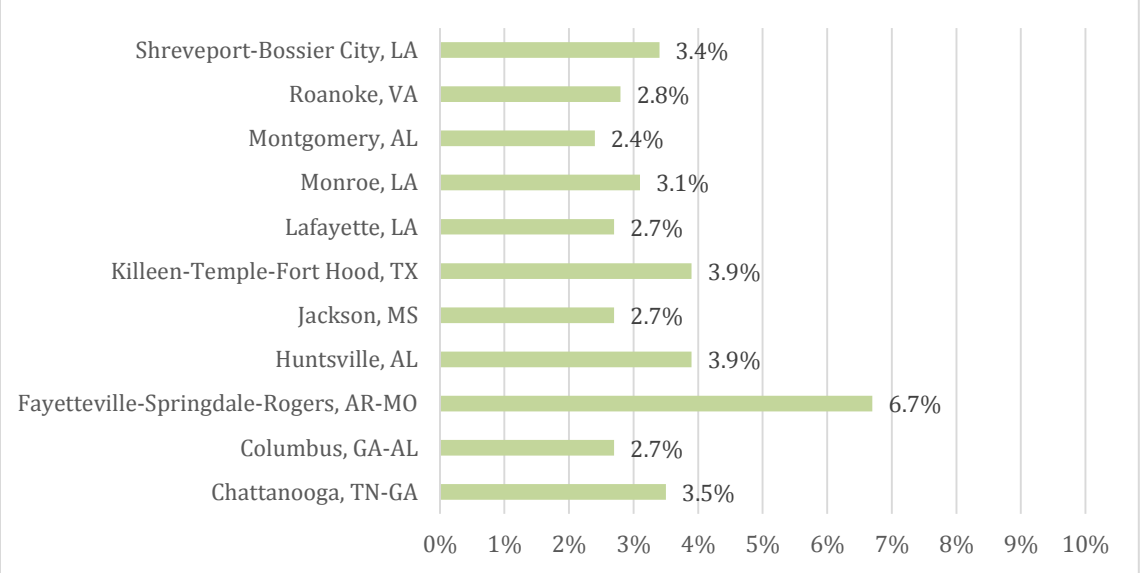

*Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at http://bea.gov/itable/iTable.cfm?ReqID=70&step=1#reqid=70&step=26&isuri=1&7022=49&7023=7&7024=non-industry&7025=5&7001=749&7031=5&7029=49&7090=70*

Figure 56: Personal Income (in thousands of dollars) for Metropolitan Statistical Areas, 2016




*Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at http://bea.gov/itable/iTable.cfm?ReqID=70&step=1#reqid=70&step=26&isuri=1&7022=49&7023=7&7024=non-industry&7025=5&7001=749&7031=5&7029=49&7090=70*

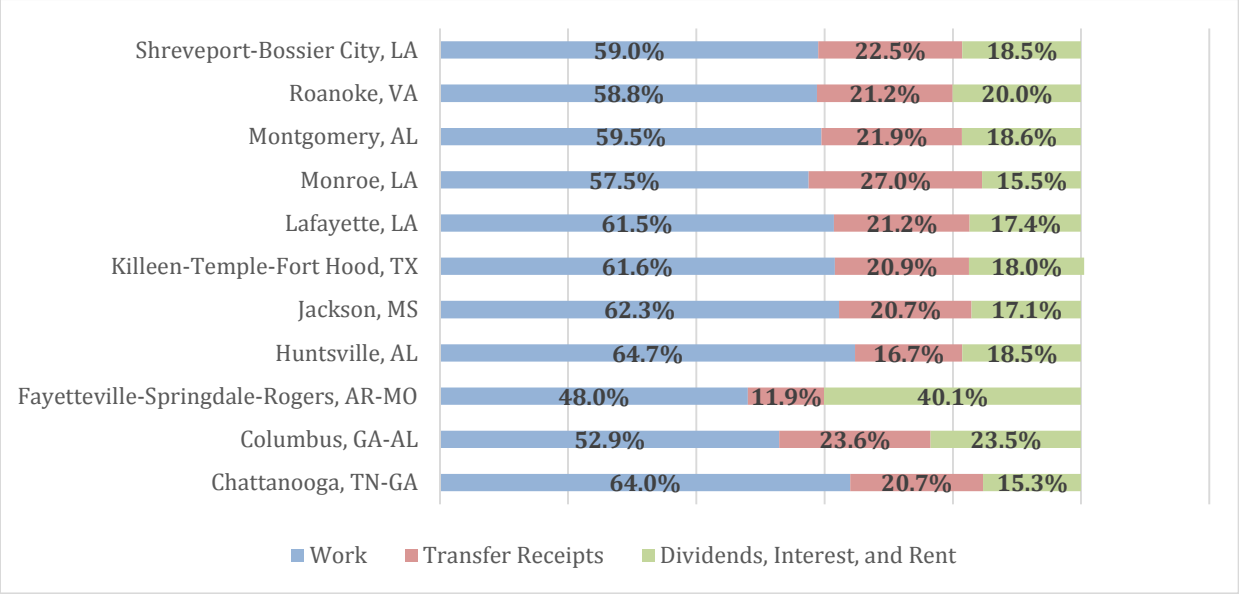
Figure 57: Percent Increase in Personal Income for Metropolitan Statistical Areas, 2006-2016




*Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at http://bea.gov/itable/iTable.cfm?ReqID=70&step=1#reqid=70&step=26&isuri=1&7022=49&7023=7&7024=non-industry&7025=5&7001=749&7031=5&7029=49&7090=70*

Figure 58 illustrates that Shreveport-Bossier falls right in the middle of the peer communities in terms of the share of personal income that comes from work, the share that comes from transfer payments, and the share that comes from dividends, interest, and rent.

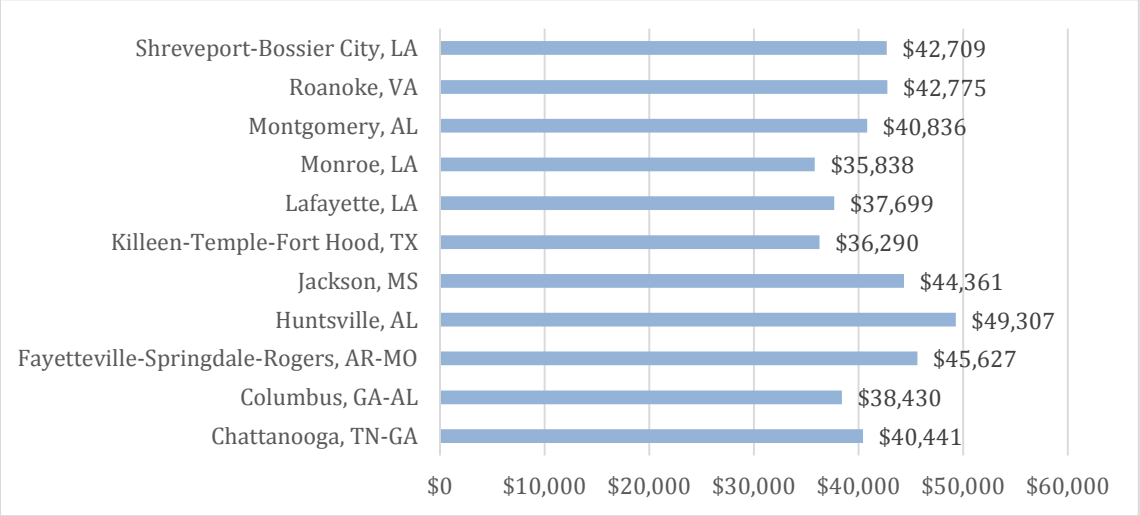
Figure 58: Personal Income Sources for Metropolitan Statistical Areas, 2016




*Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at http://bea.gov/itable/iTable.cfm?ReqID=70&step=1#reqid=70&step=26&isuri=1&7022=49&7023=7&7024=non-industry&7025=5&7001=749&7031=5&7029=49&7090=7049&7090=70*

The Shreveport-Bossier MSA had a poor showing on household income and median wage (9th and 10th respectively). However, though not reflected in income and wages, its workforce is in the upper tier of its peers in terms of productivity with the 5th highest per capita GDP (Figure 59). In past years, productivity has been even higher, as high as 3rd overall. This disconnect between productivity of workforce and returns to their labor in terms of income and wages is an important phenomenon to come back to later in the report. It can contribute to a number of negative economic and social outcomes including low labor force participation.

Figure 59: Per Capita Real GDP (in chained 2009 dollars) for Metropolitan Statistical Areas, 2016




*Source: GDP by Metropolitan Area from the Bureau of Economic Analysis at http://www.bea.gov/regional/index.htm*
*Note: Data not available for Micropolitan Statistical Areas*

Innovation is one of the main drivers of economic prosperity in the 21st century. An innovation ecosystem is a set of institutions and resources in a community or region—typically in much greater abundance in large urban areas—that can help generate, nurture, and deploy new ideas with potential for economic and social benefits. These ideas take the form of new products, new processes, and technologies, and are often deployed in new or expanded ventures, creating economic growth and broadening economic opportunity. There is a growing innovation ecosystem in north Louisiana and key pieces of that system reside in the Shreveport-Bossier community. But there is more work to be done to build these assets and leverage them for economic growth, as illustrated in Table 15 illustrating the MSA is ranked 8th on the Innovation Index. Notably this ranking is an improvement of 2 slots from 2015, and the actual index number for our MSA (97.2) increased significantly from the previous year (83.3). This is a strong sign for the direction of movement of our innovation ecosystem. This index measures a variety of inputs, including human capital, population growth, hi-tech employment, early-stage investment, and other factors. Fayetteville surpasses Huntsville for the first time and was ranked first at 121.2, and Monroe was last at 80.2.

Table 15: Innovation Index Score, No Year Given[19]

| MSA | Innovation Index Score | Rank | 2015 Rank |
|---|---|---|---|
| Fayetteville-Springdale-Rogers, AR-MO | 121.2 | 1 | |
| Huntsville, AL | 115.6 | 2 | |
| Killeen-Temple-Fort Hood, TX | 108.6 | 3 | |
| Lafayette, LA | 106.4 | 4 | |
| Chattanooga, TN-GA | 105 | 5 | |
| Roanoke, VA | 103.1 | 6 | |
| Jackson, MS | 98.3 | 7 | |
| **Shreveport-Bossier City, LA** | **97.2** | **8** | **10** |
| Columbus, GA-AL | 91.6 | 9 | |
| Montgomery, AL | 89.2 | 10 | |
| **Monroe, LA** | **80.2** | **11** | |

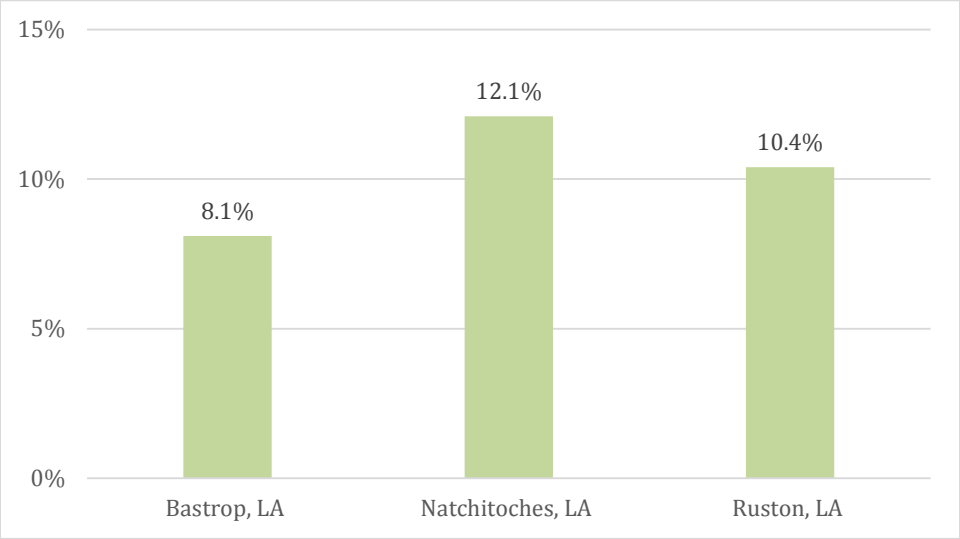
*Source: Innovation Index at http://www.statsamerica.org/innovation/innovation_index/region-select.html*
*Note: Although the Innovation Index is updated annually, this data source does not provide a year for their data*

The MicroSAs generally had higher unemployment rates and lower labor force participation rates (Figures 60 and 61) than the MSAs. The Natchitoches MicroSA performed most poorly on the unemployment rate at 12.1 percent, and Ruston had the highest labor force participation rate among the three at 60% (similar to the MSA rates). All three MicroSAs had a similar per capita personal income level, while Bastrop saw the highest growth in that number in 2016. Ruston and Natchitoches had a much higher share of personal income from work, and Bastrop a much higher share of income from transfer payments. Ruston also had a far higher share of employment in the Management/Business/Science/Arts section (35.9%) than any of the MicroSAs. Due to the presence

[19] The Index uses the latest year of available data at the time of index construction. However, the most recent data for individual index variables may differ from the year the index is constructed.

of Louisiana Tech University, Ruston also scored highest on the Innovation index, a particularly high number for a small community in a rural region.

Figure 60: Unemployment Rate for Micropolitan Statistical Areas, 2016

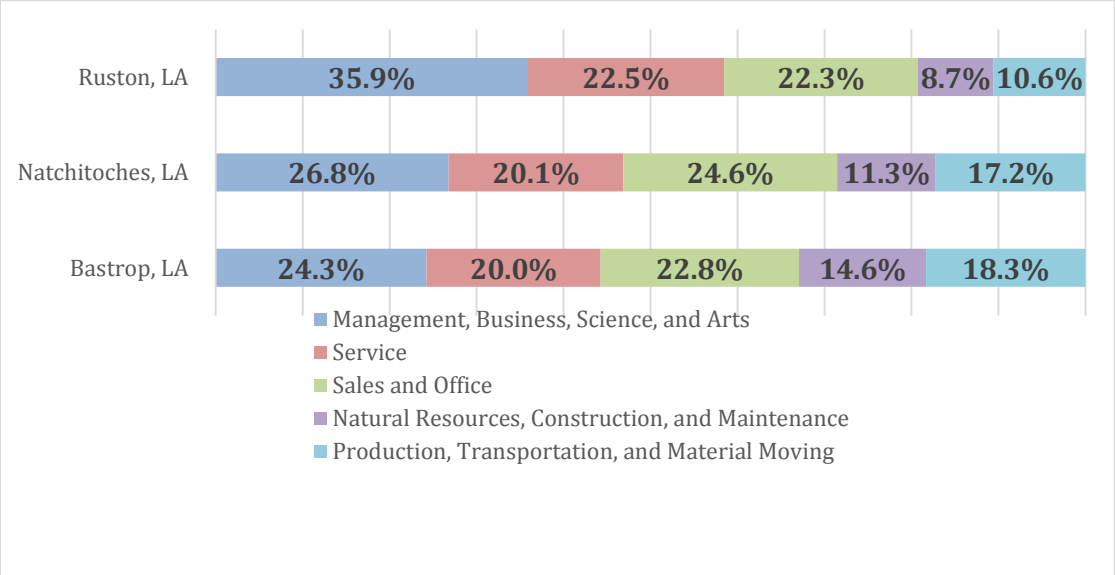



*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 61: Percent of Population 16 and Over in Labor Force for Micropolitan Statistical Areas, 2016

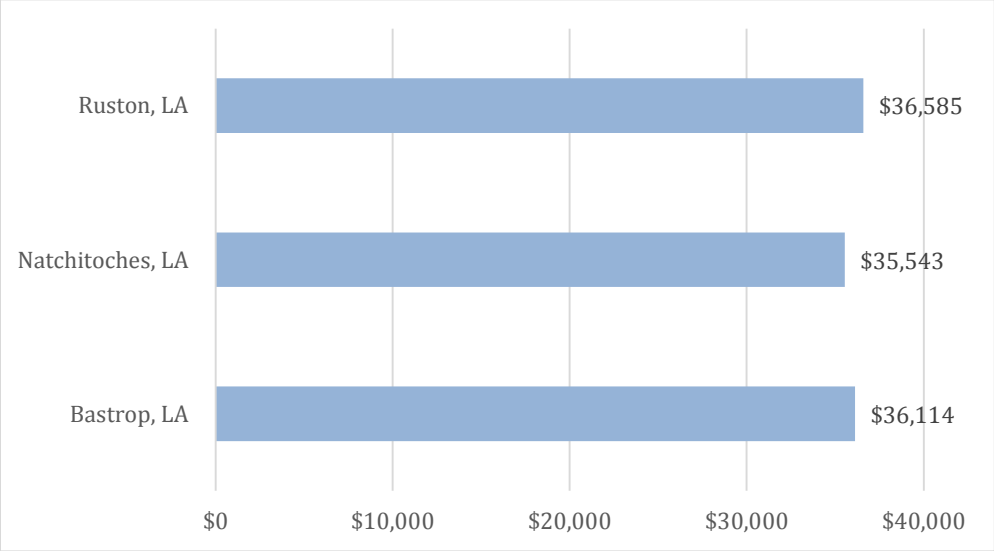

*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 62: Employment by Occupation for Micropolitan Statistical Areas, 2016



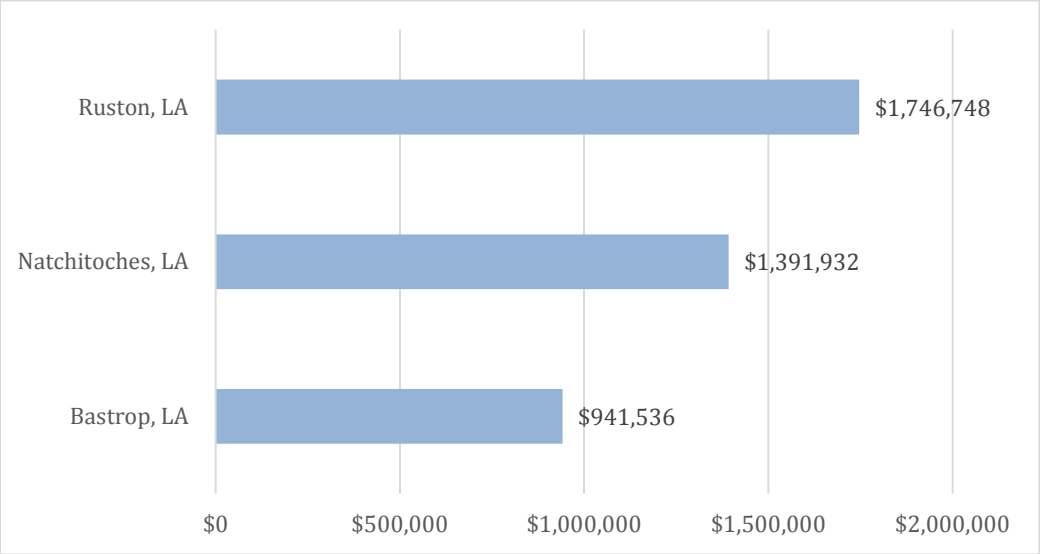

*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 63: Per Capita Personal Income for Micropolitan Statistical Areas, 2016



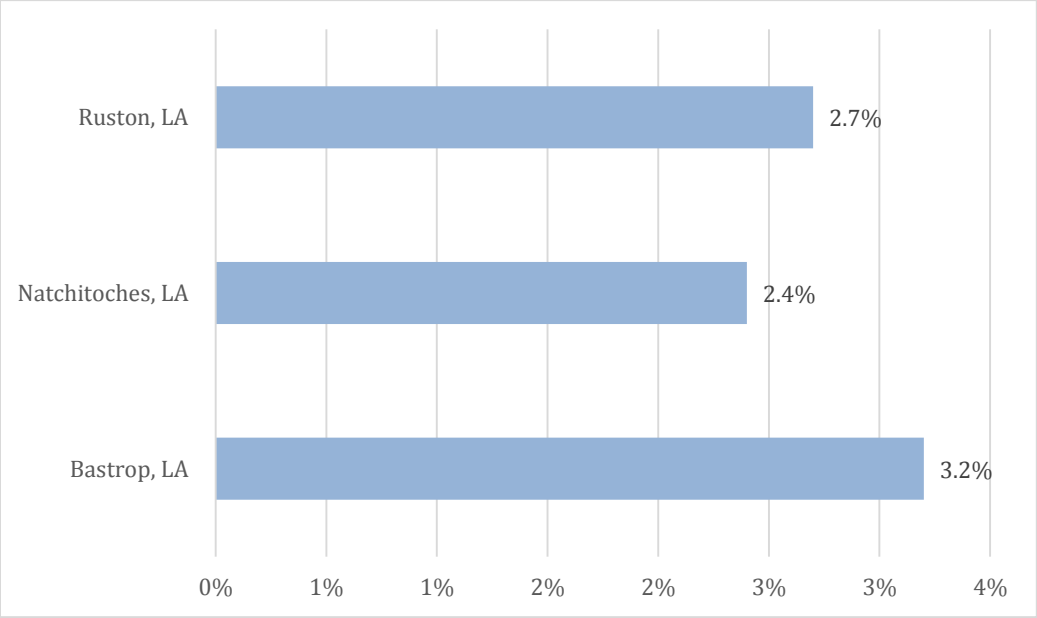

*Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at http://bea.gov/itable/iTable.cfm?ReqID=70&step=1#reqid=70&step=26&isuri=1&7022=49&7023=7&7024=non-industry&7025=5&7001=749&7031=5&7029=49&7090=70*

Figure 64: Personal Income (in thousands of dollars) for Micropolitan Statistical Areas, 2016



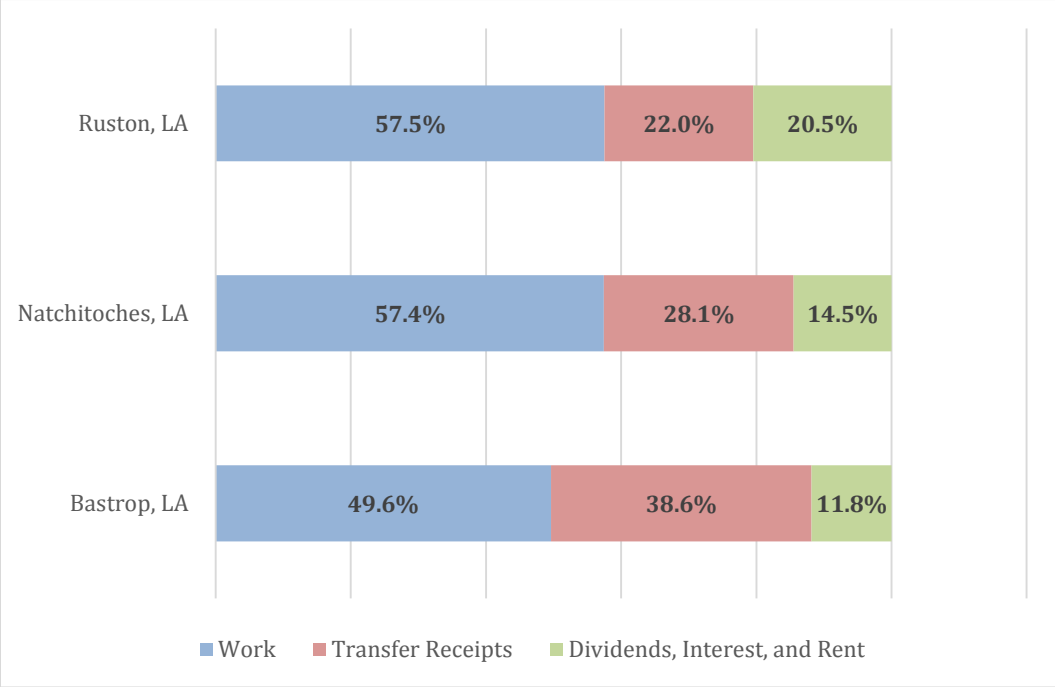

*Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at http://bea.gov/itable/iTable.cfm?ReqID=70&step=1#reqid=70&step=26&isuri=1&7022=49&7023=7&7024=non-industry&7025=5&7001=749&7031=5&7029=49&7090=70*

Figure 65: Percent Increase in Personal Income for Micropolitan Statistical Areas, 2006-2016



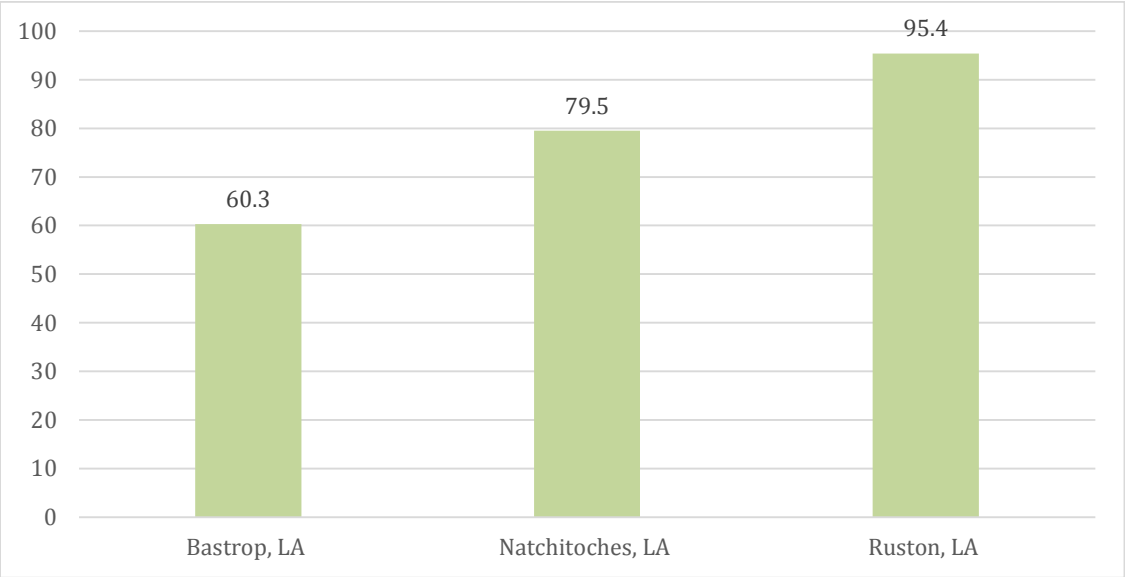

*Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at http://bea.gov/itable/iTable.cfm?ReqID=70&step=1#reqid=70&step=26&isuri=1&7022=49&7023=7&7024=non-industry&7025=5&7001=749&7031=5&7029=49&7090=70*

Figure 66: Personal Income Sources for Micropolitan Statistical Areas, 2016




*Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at http://bea.gov/itable/iTable.cfm?ReqID=70&step=1#reqid=70&step=26&isuri=1&7022=49&7023=7&7024=non-industry&7025=5&7001=749&7031=5&7029=*

Figure 67: Innovation Index Score for Micropolitan Statistical Areas, No Year Given

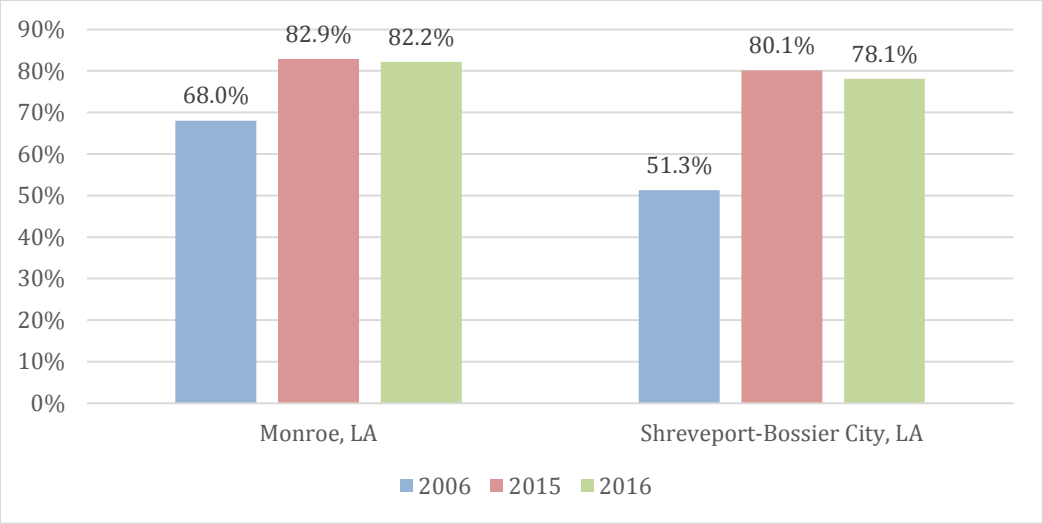



*Source: Innovation Index at http://www.statsamerica.org/innovation/innovation_index/region-select.html*
*Note: Although the Innovation Index is updated annually, this data source does not provide a year for their data*

## 4.3 Moving the Needle on Human Capital

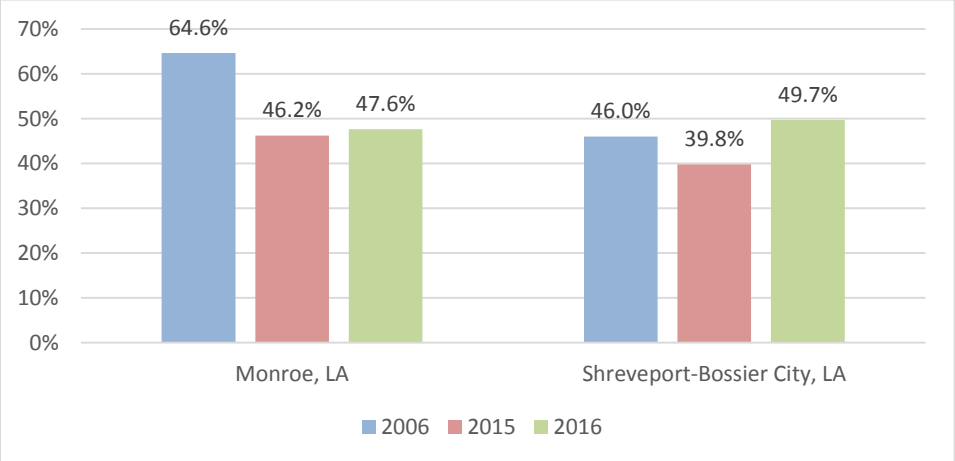
Looking at the trends in human capital factors, the Shreveport-Bossier MSA has improved the cohort graduation rate significantly since 2008 (Figure 68), despite a small drop-off over the past year. The percentage of 3- and 4-year-olds in pre-k has also risen since 2006 despite a slightly lower figure in 2016 (Figure 69). Monroe experienced similar growth in its cohort graduation rate since 2008, surpassing Shreveport-Bossier; and while its share of 3- and 4-year-olds enrolled in school was steady over the last year, it was still far below the level of 2006.

Figure 68: Cohort Graduation Rate for Shreveport-Bossier and Monroe MSAs




*Source: Louisiana Believes Data Center at https://www.louisianabelieves.com/resources/library/data-center, and calculated by author using data from the Louisiana Kids' Dashboard at http://www.kidsdashboard.la.gov*

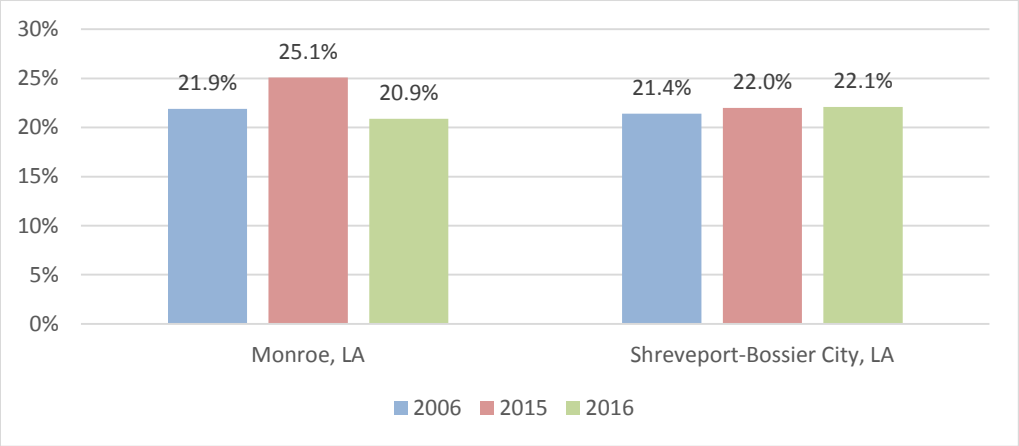
Figure 69: Percent of 3- and 4-Year-Olds Enrolled in School for Shreveport-Bossier and Monroe Metropolitan Statistical Areas




*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

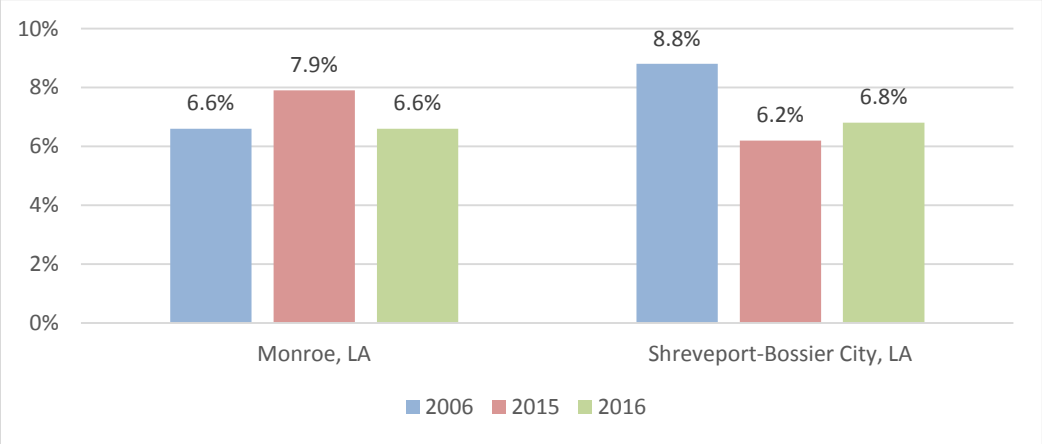
Figure 70 shows that the share of the population with a bachelor's degree or higher has stayed steady since 2006 in Shreveport-Bossier and, despite year-to-year changes in Monroe, was basically the same in 2016 as in 2006. The unemployment rate, while much lower than 2006, showed an uptick over 2016 in Shreveport-Bossier while declining in Monroe. Despite the slight uptick for Shreveport-Bossier, the declining labor force participation rate[20] (Figure 72) since 2006 in both MSAs is cause for concern.

Figure 70: Percent of Population 25 Years and Over with Bachelor's Degree or Higher for Shreveport-Bossier and Monroe Metropolitan Statistical Areas




*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

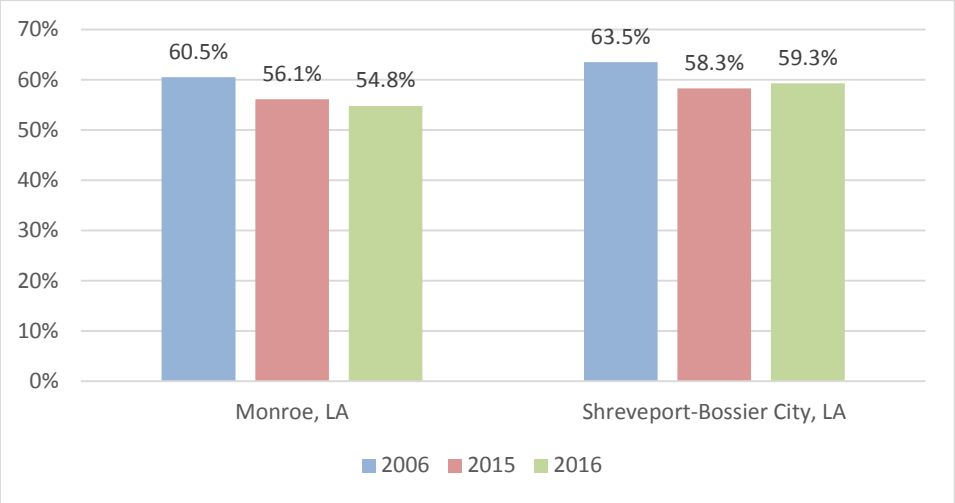
Figure 71: Unemployment Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas




*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

[20] The participation rate is a measure of the active portion of an economy's labor force. The participation rate refers to the number of people of working age who are either employed or are actively looking for work. The number of people who are no longer actively searching for work would not be included in the participation rate. During an economic recession, many workers often get discouraged and stop looking for employment. As a result, the participation rate decreases.

Figure 72: Workforce Participation Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas




*Source: U.S. Census Bureau, 2006 American Community Survey, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

From 2006 to 2016, the Shreveport-Bossier MSA has seen per capita output stagnate. Notably, across the peer group there is no strong growth rate. While year-to-year growth rates have fluctuated dramatically, the average across those years for all MSAs has mostly been stagnation. Lafayette has the worst figure at -2%. One thing that is not clear from Table 16, but is seen in the underlying data, is that the growth rate from year to year fluctuated significantly for the MSA. The growth rate from 2009 to 2010 was 5.5 percent, while the local economy contracted by 5.2% from 2012 to 2013 in terms of per capita output. In total, there were four years of economic contraction during this period and six years of expansion.

Table 16: Per Capita Real GDP Compound Annual Growth Rate, 2006-2016

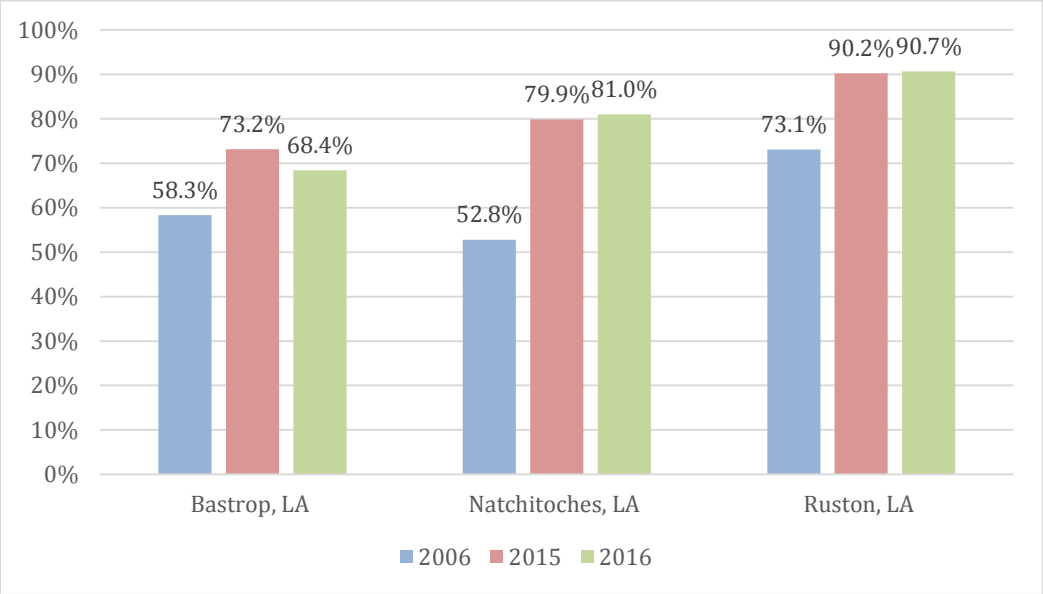
| MSA | Growth Rate | Rank | 2015 Rank |
|---|---|---|---|
| Jackson, MS | 0.5 | 1 | |
| Columbus, GA-AL | 0.2 | 2 | |
| Fayetteville-Springdale-Rogers, AR-MO | 0.1 | 3 | |
| **Monroe, LA** | **0** | **4** | |
| Huntsville, AL | -0.1 | 5 (tie) | |
| **Shreveport-Bossier City, LA** | **-0.1** | **5 (tie)** | **6** |
| Chattanooga, TN-GA | -0.3 | 6 (tie) | |
| Montgomery, AL | -0.3 | 6 (tie) | |
| Killeen-Temple-Fort Hood, TX | -0.4 | 7 (tie) | |
| Roanoke, VA | -0.4 | 7 (tie) | |
| Lafayette, LA | -2 | 8 | |

*Source: GDP by Metropolitan Area from the Bureau of Economic Analysis at http://www.bea.gov/regional/index.htm*
*Note: Data not available for Micropolitan Statistical Areas*

The MicroSAs all improved their cohort graduation rates significantly (between 15 and 27 percentage points) from 2008 to 2016. Ruston had the highest cohort graduation rate by far at 90.7 percent. Ruston also led the way in 3- and 4-year-olds enrolled in school at 60.3% in 2016, consistent with their figure for 2009. Bastrop still lagged well behind at 36.9 percent.

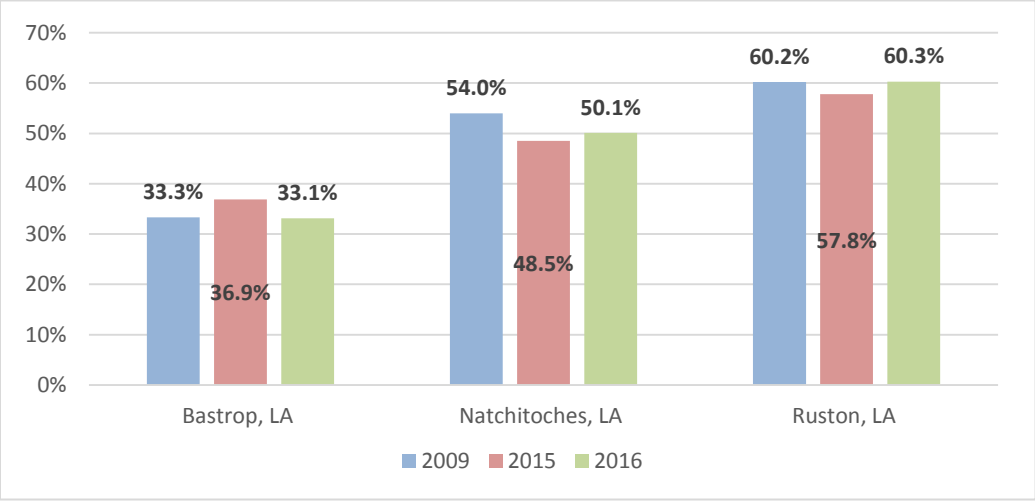
Ruston far exceeds the other two MicroSAs in the share of population with a Bachelor's Degree (35.4%) and produces the highest labor force participation rate (60%), but Bastrop has the lowest annual unemployment rate (8%) for 2016.

Figure 73: Cohort Graduation Rate for Micropolitan Statistical Areas



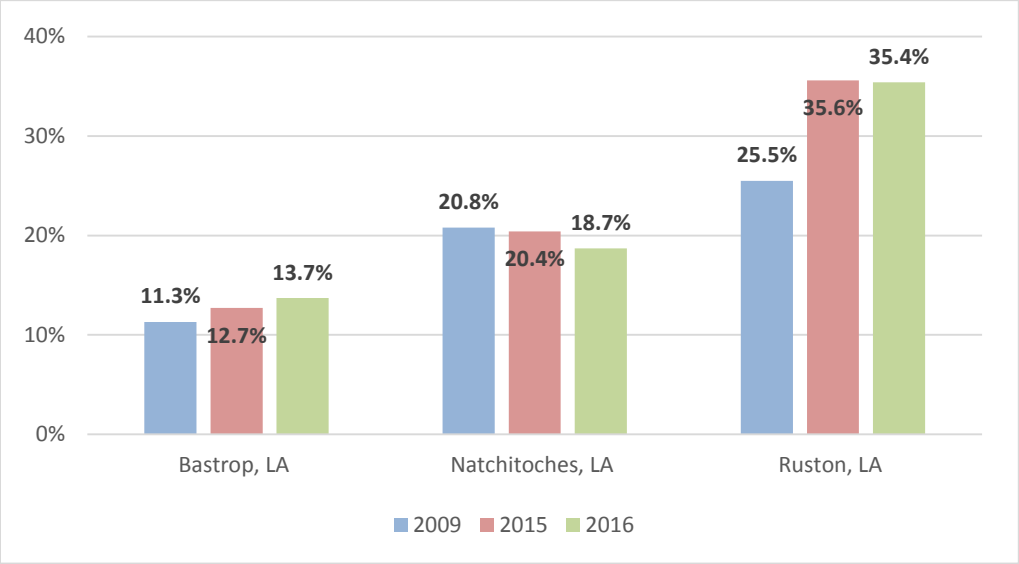

*Source: Louisiana Believes Data Center at https://www.louisianabelieves.com/resources/library/data-center*

Figure 74: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas



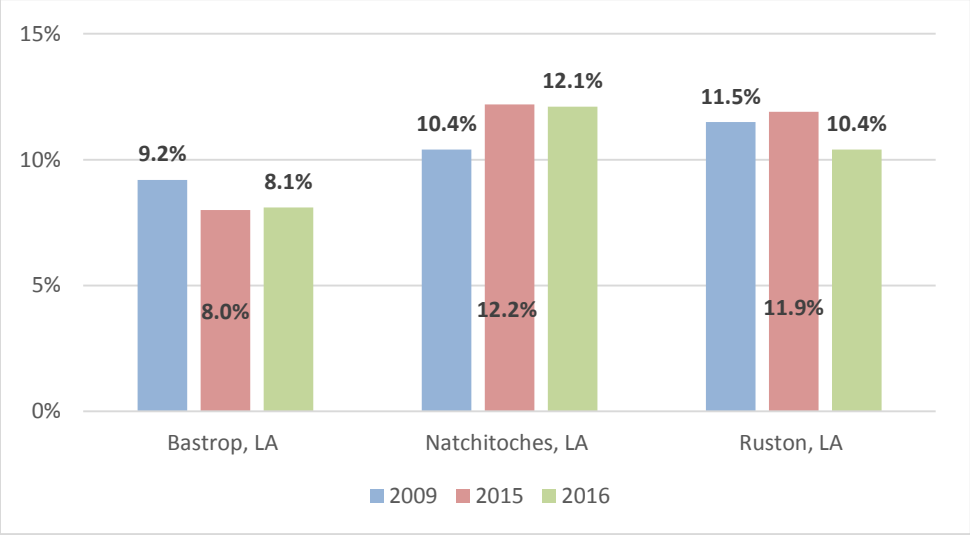

*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 75: Percent of Population 25 Years and Over with Bachelor's Degree or Higher for Micropolitan Statistical Areas



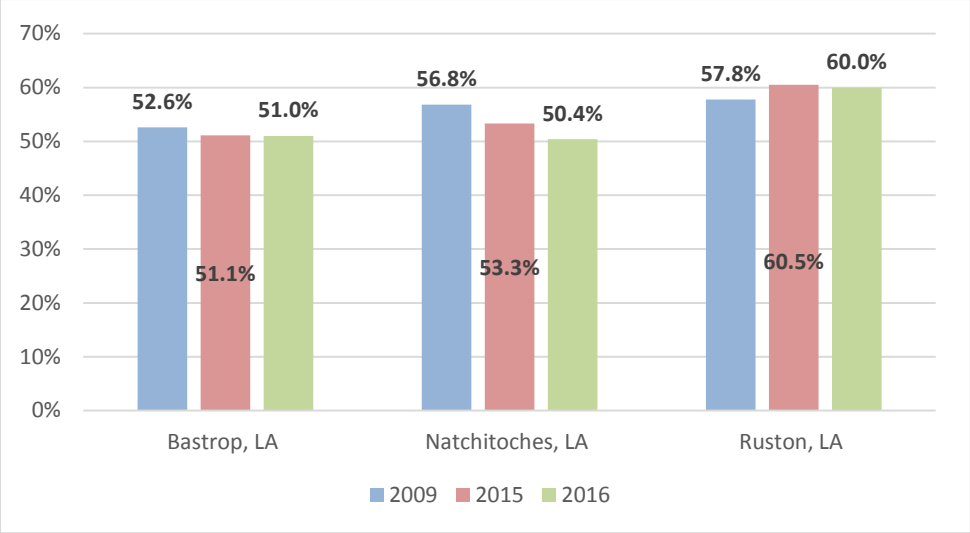

*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 76: Unemployment Rate for Micropolitan Statistical Areas




*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at* http://factfinder2.census.gov

Figure 77: Workforce Participation Rate for Micropolitan Statistical Areas




*Source: U.S. Census Bureau, 2009, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

# 5. Health

## 5.1 Health Coverage

A lack of health insurance has significant deleterious effects on the health of individual patients, creates substantial financial pressure on health care institutions, dampens productivity, reduces earnings, and increases the overall cost of the health care system to everyone.[21] There is a substantial public interest in maximizing the share of the population with adequate health insurance. The Shreveport-Bossier MSA ranks 4th among its peers in the percent of people uninsured. This was a significant improvement from 9th place in 2015 and almost two percentage points improvement in the rate. Due to the implementation of the Affordable Care Act (ACA), the share of uninsured persons in every MSA showed a substantial reduction during this time period. This is the most significant success of the ACA thus far. Nonetheless, the figure of 10.2% uninsured for the MSA is still high enough to represent a problem for the region.

Table 17: Percent Uninsured, 2016

| MSA | Percent Uninsured | Rank | 2015 Rank |
|---|---|---|---|
| Huntsville, AL | 8.2% | 1 | |
| Montgomery, AL | 8.4% | 2 | |
| Chattanooga, TN-GA | 8.5% | 3 (tie) | |
| Roanoke, VA | 8.5% | 3 (tie) | |
| Fayetteville-Springdale-Rogers, AR-MO | 10.2% | 4 (tie) | |
| **Shreveport-Bossier City, LA** | **10.2%** | **4 (tie)** | **9** |
| Jackson, MS | 10.3% | 5 | |
| **Monroe, LA** | **10.4%** | **6** | |
| Columbus, GA-AL | 10.5% | 7 | |
| Killeen-Temple-Fort Hood, TX | 10.8% | 8 | |
| Lafayette, LA | 11.3% | 9 | |

*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.go*

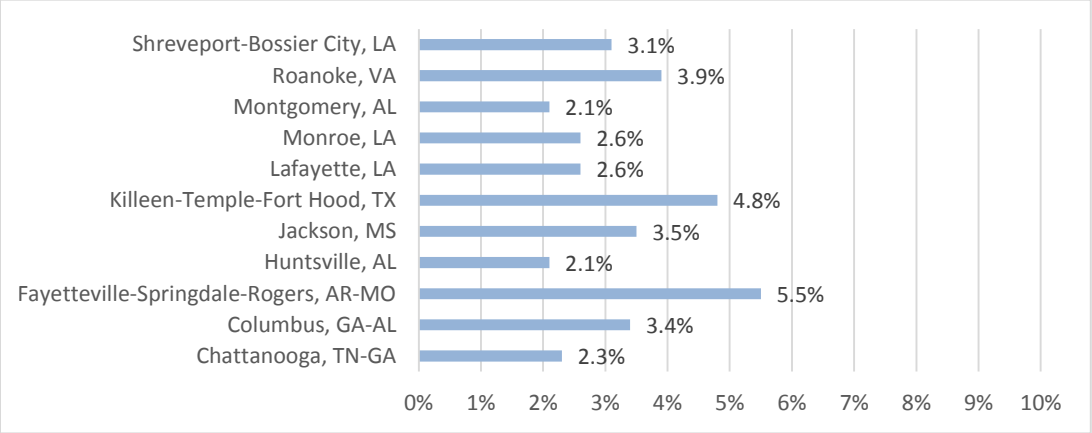
Families of uninsured children face non-financial access barriers to care such as lack of continuity with a primary care provider and inadequate visit time. These barriers are compounded for uninsured children with special health care needs. Furthermore, pediatric primary care effectiveness is significantly reduced by insurance shortfalls. In addition, lack of coverage inhibits appropriate care-seeking, diminishes provider availability, compromises care quality, and ultimately harms the entire family unit.[22] Louisiana's past success in insuring children under 18 is largely a function of the LaCHIP program, which has been studied by national organizations and is

[21] Code Red: The Critical Condition of Health in Texas. Report of the *Task Force Access to Health Care in Texas: Challenges of the Uninsured and Underinsured.* April 2006. http://www.coderedtexas.org

[22] Being uninsured: impact on children's health care and health. Curr Opin Pediatr. 2005 Dec;17(6):753-8. Fry-Johnson YW1, Daniels EC, Levine R, Rust G.

considered a model for other states. However, with the implementation of the ACA over the last several years, other states have been catching up to Louisiana in covering children. So while the rate of uninsured children in the Shreveport-Bossier MSA dropped from the 2015 report, the ranking fell from 5th to 6th (Figure 78) because other MSAs made even more progress by expanding coverage through the ACA.

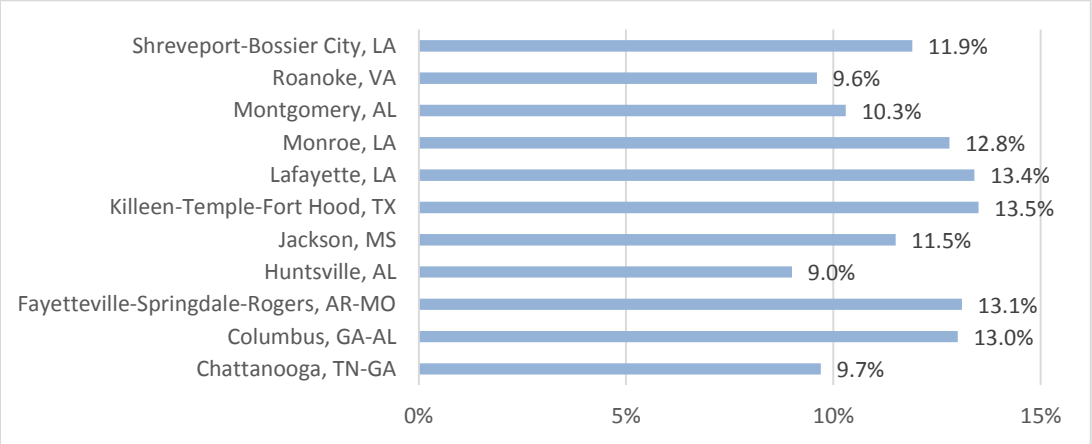
Figure 78: Percent of Children Under Age 18 Uninsured for MSAs, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

The problem of health coverage in Shreveport-Bossier is not one of uninsured children, but rather of uninsured adults. As Figure 79 shows, that problem has been decreasing—again due to the implementation of the ACA. After complete implementation of the ACA over the 4-year period from 2013 to 2016, the uninsured rate for working adults dropped dramatically from 22.5 percent to 11.9 percent. This is an extraordinary improvement in health coverage rates and extremely beneficial for the region. Consequently, the current dismantling of the ACA should be cause for alarm for the region unless something is put in place to keep uninsured rates down. The Shreveport-Bossier MSA ranks in the middle of its peers, but closer to the highest rate (13.5%) than to the lowest (9%).

Figure 79: Percent of Population 18-64 Years Employed & Uninsured for MSAs, 2016

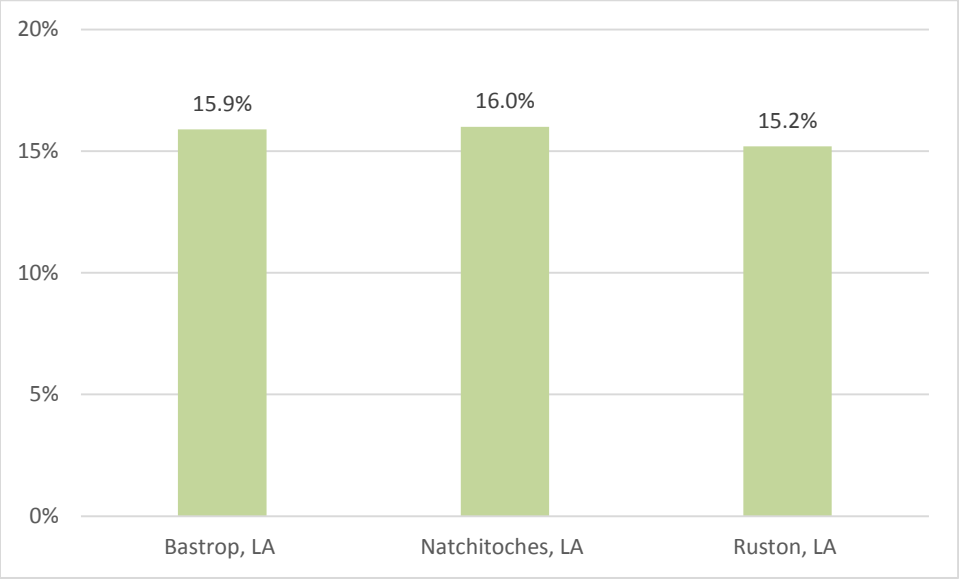



*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Health coverage is very much influenced by events beyond the MSA level in Baton Rouge and Washington, DC. The ACA has succeeded not only in lowering the number of uninsured across the country, but most studies show it has also slowed the growth in health care costs.[23] In Louisiana, the initial refusal to accept Medicaid expansion exacerbated the problem of uninsured adults, including employed and working adults. But the expansion of Medicaid in the state, while presenting other challenges for the health care sector, has contributed substantially to reducing the number of uninsured. Furthermore, success in increasing insured rates has been found through community-based organizations with outreach efforts to make people aware of, and connected with, the right resources to get coverage.[24]

The data for MicroSAs show a bigger problem, particularly with the employed and uninsured (Figure 82). Twenty percent or more of people 18 to 64 employed in Bastrop and Ruston MicroSAs are uninsured—17.5 percent in Natchitoches. In a healthy economy, employment is supposed to represent a deliberate pathway to economic stability, including the critical component of health insurance. But that is not the case for 1 in 5 employed people in these communities. This is having substantial negative effects on the health of individual patients, putting financial pressure on health care institutions, reducing productivity and earnings, and increasing the overall cost of the health care system in these communities and the state as a whole.

Figure 80: Percent Uninsured for Micropolitan Statistical Areas, 2016

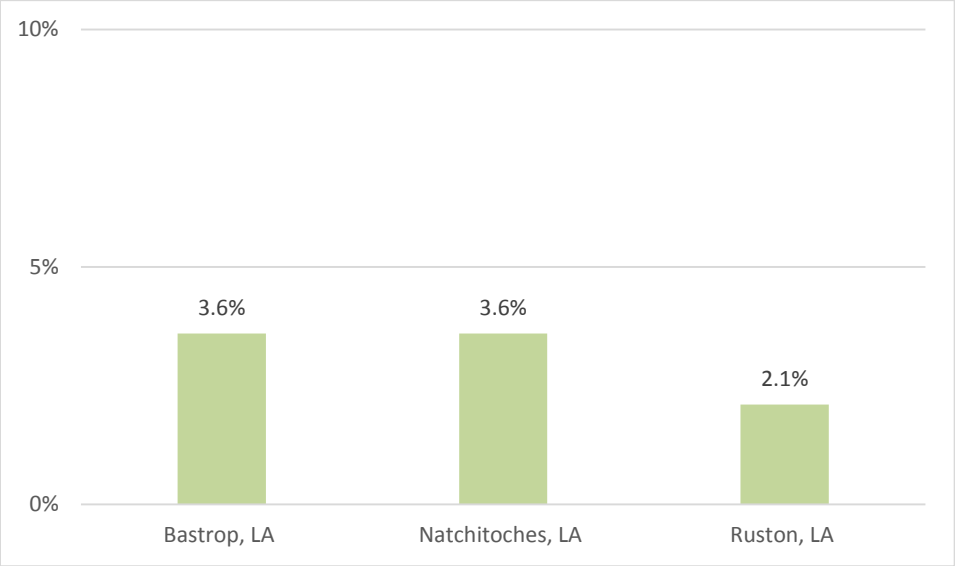



*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

[23] ACA Impact on Per Capita Cost of Health Care. Fact Check.Org. February 2014. http://www.factcheck.org/2014/02/aca-impact-on-per-capita-cost-of-health-care/

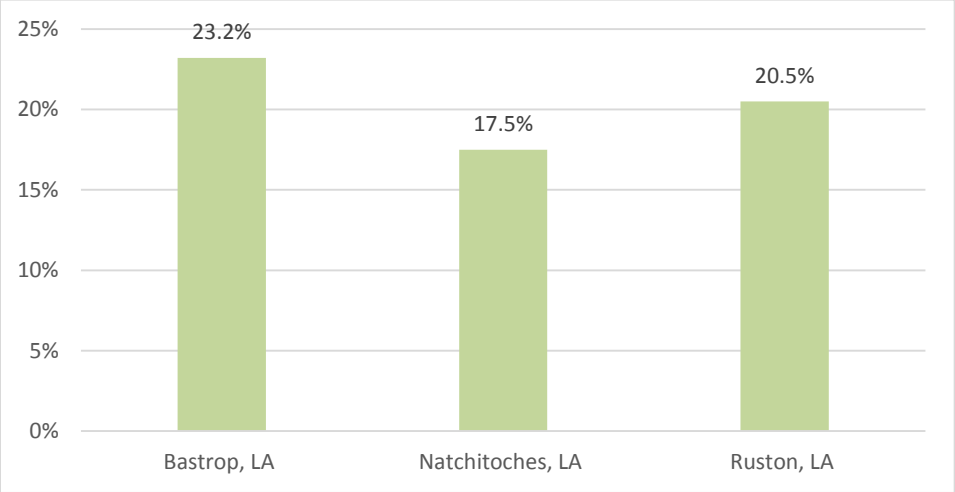
[24] Two States Use Targeted Enrollment Strategies to Increase Enrollment in Health Insurance - See more at: http://familiesusa.org/blog/2014/03/two-states-use-targeted-enrollment-strategies-increase-enrollment-health-insurance#sthash.JGa4Cksv.dpuf and Rural Health Insurance Outreach and Enrollment – See more at: http://www.raconline.org/topics/health-insurance-outreach-and-enrollment.

Figure 81: Percent of Children Under Age 18 Uninsured for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Figure 82: Percent of Population 18 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

## 5.2 Health Environment

The Food Environment Index, reported for all MSAs in Table 18 below, ranges from 0 (worst) to 10 (best) and equally weights two indicators of the food environment: (1) Limited access to healthy foods, which estimates the percentage of the population who are low income and do not live close to a grocery store and (2) Food insecurity, which estimates the percentage of the population who did not have access to a reliable source of food during the past year. The measure of food insecurity takes both proximity to healthy foods and income into account. There are many facets to a healthy food environment. This measure considers both the community and consumer nutrition environments. It includes access in terms of distance from a grocery store or supermarket. There is strong evidence that residing in a food desert is correlated with a high prevalence of overweight, obesity, and premature death. Supermarkets traditionally provide healthier options than convenience stores or smaller grocery stores. Limited access to healthy foods—including that caused by low income—is a proxy for the community nutrition environment and food desert measurements. Food insecurity measures attempt to capture the access issue by understanding the barrier of cost. Lacking constant access to food is related to negative health outcomes such as weight gain and premature mortality. In addition to addressing the reliability of food supply in the past year, the index also measures the ability of individuals and families to provide balanced meals. The consumption of fruits and vegetables is important, as is adequate access to a regular food supply.

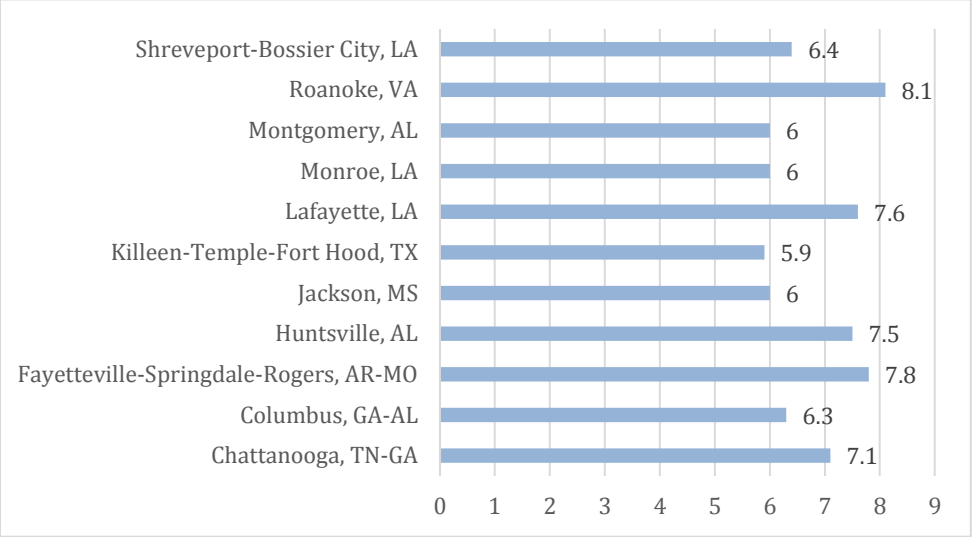
Table 18 shows that the Shreveport-Bossier MSA is still solidly in the middle of the pack in peer rankings with a score of 6.4. Note the data here are from 2015 and are compared to the 2013 data from our last report. The ratings for the MicroSAs are even lower (Figure 84). Roanoke had the best rating among our peers at 8.1. For some perspective, a score of 8.4 places a community in the 90$^{th}$ percentile among MSAs in the nation. The MicroSAs all scored in the middle of the index from 5.0 to 5.5.

Table 18: Food Environment Index, 2015

| MSA | Food Environment Index | Rank | 2013 Rank |
|---|---|---|---|
| Roanoke, VA | 8.1 | 1 | |
| Fayetteville-Springdale-Rogers, AR-MO | 7.8 | 2 | |
| Lafayette, LA | 7.6 | 3 | |
| Huntsville, AL | 7.5 | 4 | |
| Chattanooga, TN-GA | 7.1 | 5 | |
| **Shreveport-Bossier City, LA** | **6.4** | **6** | **6** |
| Columbus, GA-AL | 6.3 | 7 | |
| Jackson, MS | 6 | 8 (tie) | |
| **Monroe, LA** | **6** | **8 (tie)** | |
| Montgomery, AL | 6 | 8 (tie) | |
| Killeen-Temple-Fort Hood, TX | 5.9 | 9 | |

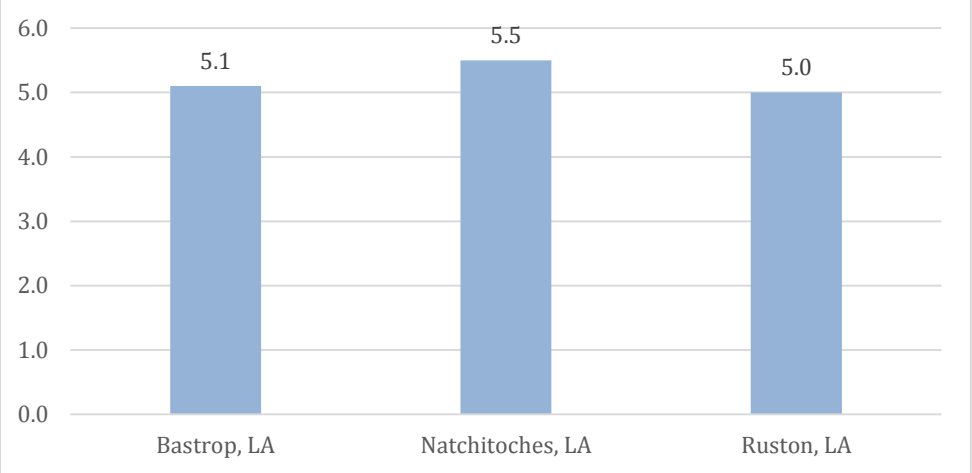
*Source: 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 83: Food Environment Index for Metropolitan Statistical Areas, 2015




*Source: 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 84: Food Environment Index for Micropolitan Statistical Areas, 2015




*Source: 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Strategies that improve access to wholesome, fresh food and limit highly processed convenience foods in the places that citizens live, work, learn, and play are central to improving individuals' food choices and reducing chronic disease. There are many different strategies that can contribute to healthy food environments. These include: 1) providing incentives for supermarkets or farmers' markets to establish their businesses in underserved areas; 2) having nutrition information on restaurant and fast food menus; and 3) applying nutrition standards in child care facilities, schools, hospitals, and worksites.[25]

[25] Centers for Disease Control and Prevention: Healthy Food Environments. http://www.cdc.gov/obesity/strategies/healthy-food-env.html

## 5.3 Health Outcomes

One would expect a community with high rates of poverty and economic distress, lower than average education levels, and high rates of uninsured adults—including working adults—to have relatively poor health outcomes. And that is generally the case for most of the measures of health examined in this report. Relative to its peer communities, the Shreveport-Bossier MSA has the 4th highest mortality rate (Table 19), the 4th highest chlamydia rate (Figure 85), the highest rate of low-weight births (Figure 86), and the highest teen birth rate (Figure 87).

Table 19: Mortality Rate (per 100,000 population), 2016

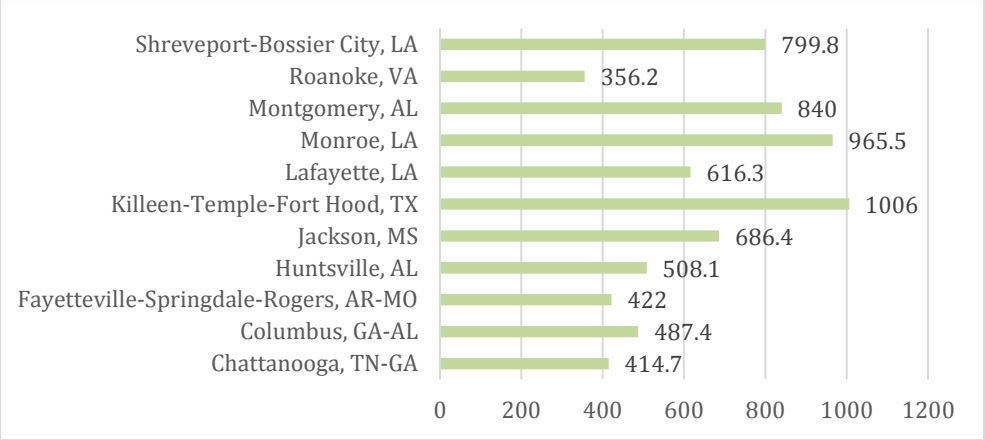
| MSA | Mortality Rate | Rank | 2015 Rank |
|---|---|---|---|
| Killeen-Temple-Fort Hood, TX | 652.69 | 1 | |
| Fayetteville-Springdale-Rogers, AR-MO | 716.11 | 2 | |
| Lafayette, LA | 838.2 | 3 | |
| Huntsville, AL | 891.44 | 4 | |
| Jackson, MS | 925.06 | 5 | |
| Montgomery, AL | 961.55 | 6 | |
| Columbus, GA-AL | 1012.94 | 7 | |
| **Shreveport-Bossier City, LA** | **1048.52** | **8** | **10** |
| **Monroe, LA** | **1054.77** | **9** | |
| Chattanooga, TN-GA | 1060.96 | 10 | |
| Roanoke, VA | 1132.84 | 11 | |

*Source: Calculated by author based on Center for Disease Control online database, WONDER, at http://wonder.cdc.gov*

Figure 85 below shows that the chlamydia rate for the Shreveport-Bossier MSA is 799.8 (infections per 100,000 population), an improvement from 2015 (831.6) but still the 4th highest rate. The MSA is on the high end of the peer communities with Killeen-Temple-Fort Hood being the highest. The overall rate for Louisiana is 679.3 (2nd highest in the nation), and a rate of 138 is in the 90th percentile (best) for the U.S. Chlamydia is the most common bacterial sexually transmitted infection (STI) in North America and is one of the major causes of tubal infertility, ectopic pregnancy, pelvic inflammatory disease, and chronic pelvic pain.[26] STIs are associated with a significantly increased risk of morbidity and mortality, including increased risk of cervical cancer, involuntary infertility, and premature death. STIs also have a high economic burden on society. The direct medical cost of managing STIs in the US was approximately 15.6 billion dollars in 2008. An important caveat in chlamydia rate reporting is that increases in reported infections may reflect true increases in disease, but may also reflect expanded screening, use of increasingly sensitive diagnostic tests, increased emphasis on case reporting from providers and laboratories, and improvement in the information systems for reporting. Communities with poor screening rates may have artificially low rates of chlamydia incidence.

[26] Genuis SJ, Genuis SK. Managing the sexually transmitted disease pandemic: A time for reevaluation. Am J Obstet Gynecol. 2004;191:1103-1112.

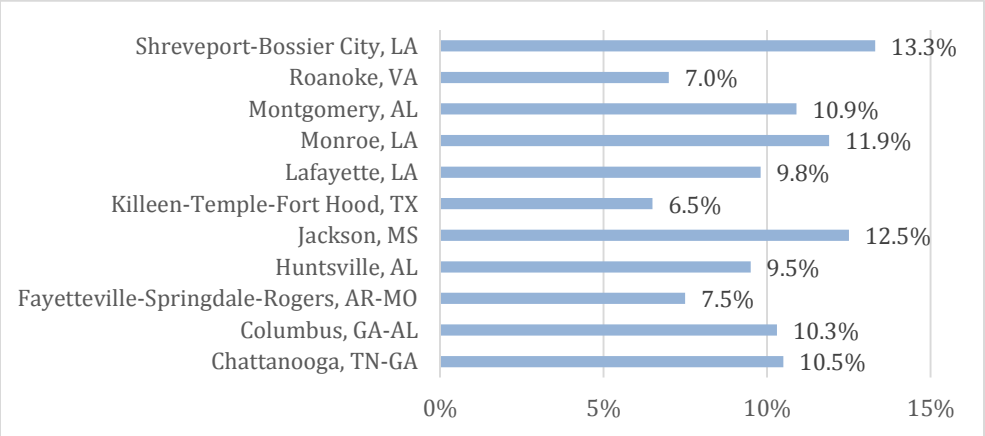
Figure 85: Chlamydia Rate for Metropolitan Statistical Areas, 2015




*Source: 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Low birthweight (LBW) is the percentage of live births where the infant weighed less than 5 pounds, 8 ounces. LBW impacts an infant's current and future morbidity, as well as premature mortality risk. From the perspective of maternal health outcomes, LBW indicates maternal exposure to health risks in all categories of health factors including the mother's health behaviors, access to health care, the social and economic environment she inhabits, and environmental risks to which she is exposed. In terms of the infant's health outcomes, LBW serves as a predictor of both premature mortality and morbidity over the life span and potential cognitive development problems.[27] Shreveport-Bossier has the highest percentage (i.e., 13.3%; the same percentage from 2015) of LBW among the peer communities. The overall rate in Louisiana is 10.9%, one of the highest in the nation. The national average is 8% and 6% is among the best for communities in the US.

Figure 86: Percentage of Live Births with Low Birth Weight for MSAs, 2010-2016

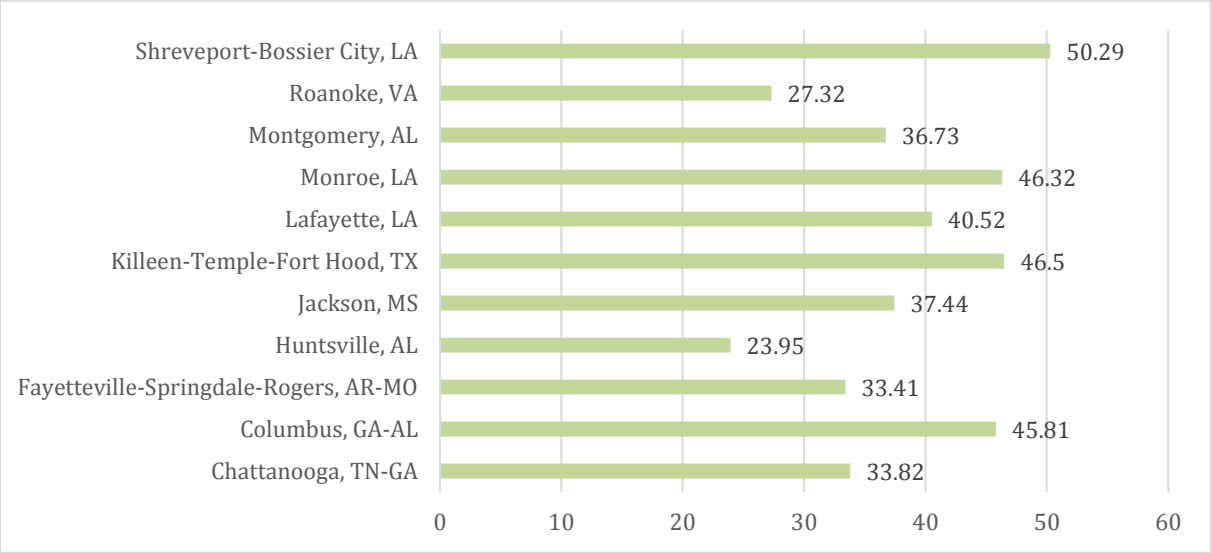



*Source: 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

[27] Paneth NS. The problem of low birth weight. Future Child. 1995;5:19-34.

Teen Births are the number of births per 1,000 females ages 15 to 19. Evidence suggests teen pregnancy significantly increases the risk of repeat pregnancy and of contracting a sexually transmitted infection (STI), both of which can result in adverse health outcomes for mothers, children, families, and communities. Teen pregnancy is a marker for current and future sexual risk behavior and adverse outcomes.[28] Pregnant teens are more likely than older women to receive late or no prenatal care, have gestational hypertension and anemia, and achieve poor maternal weight gain. Teens are also more likely than older women to have a pre-term delivery and a low birthweight baby, increasing the risk of developmental delay, illness, and mortality. The Shreveport-Bossier MSA has the highest teen birth rate (50.29 per 1,000 births) among the peer communities. The average for Louisiana is 50. For comparison, a rate of 20 is among the best for communities for the U.S.

Figure 87: Teen Birth Rate per 1,000 Female Population Ages 15-19 for MSAs, 2010-2016

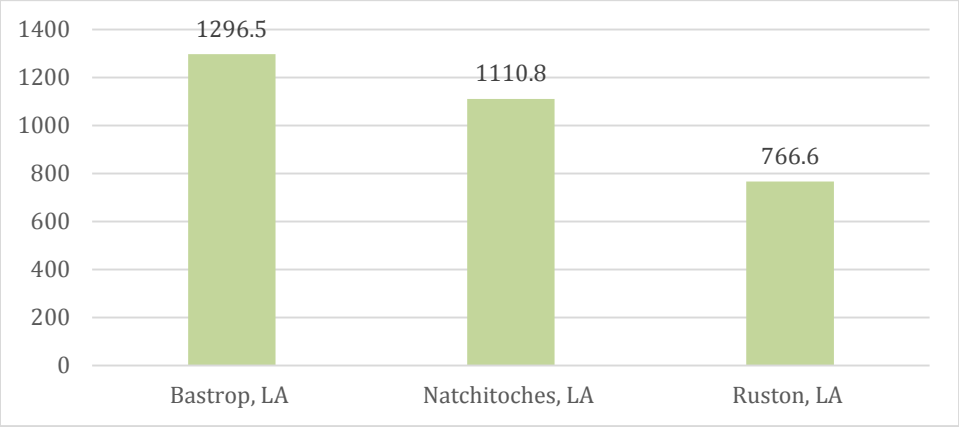



*Source: 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data and calculated by author with data from the U.S. Census Bureau, 2010-2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Among our MicroSAs, Ruston produces the best health outcomes in terms of mortality (Figure 88), chlamydia rate (Figure 89), LBW (Figure 90), and teen birth rates (Figure 91). The mortality rate in Ruston (766.6 per 100,000) is less than 62% of the rate in Bastrop (1,296 per 100,000). Also, the teen birth rate in Bastrop (59 per 1,000) is almost three times the rate in Ruston (21 per 1,000), with Natchitoches falling in the middle of the two. Bastrop also has the highest chlamydia rate of the three MicroSAs (Figure 89). In general, the data for the Ruston MicroSA compares favorably to the MSA data in terms of mortality, LBW, and teen births. The mortality rate would be 3rd among the MSAs, the low birth weight rate would be in the middle, and the teen birth rate in Ruston is actually better than all MSA's. Only the chlamydia rate in Ruston would be considered high compared to our peer communities.

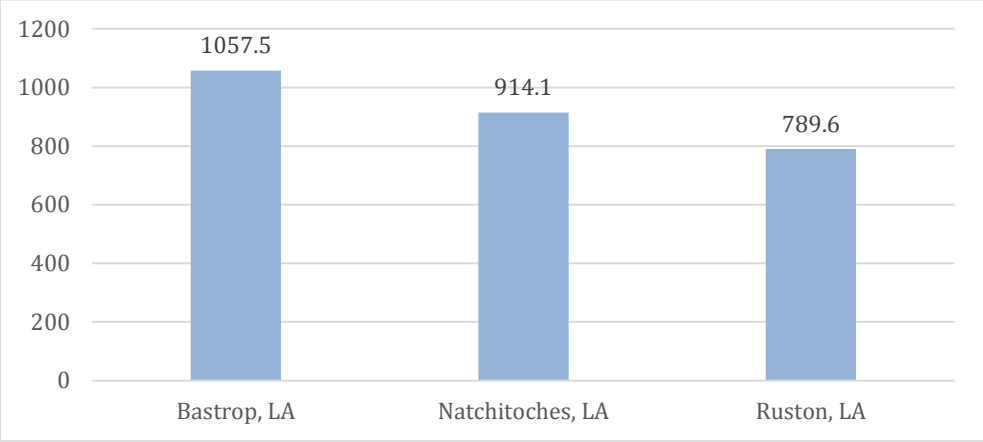
[28] Meade CS, Ickovics JR. Systematic review of sexual risk among pregnant and mothering teens in the USA: Pregnancy as an opportunity for integrated prevention of STD and repeat pregnancy. Soc Sci Med. 2005;60:661-678.

Figure 88: Mortality Rate for Micropolitan Statistical Areas, 2016



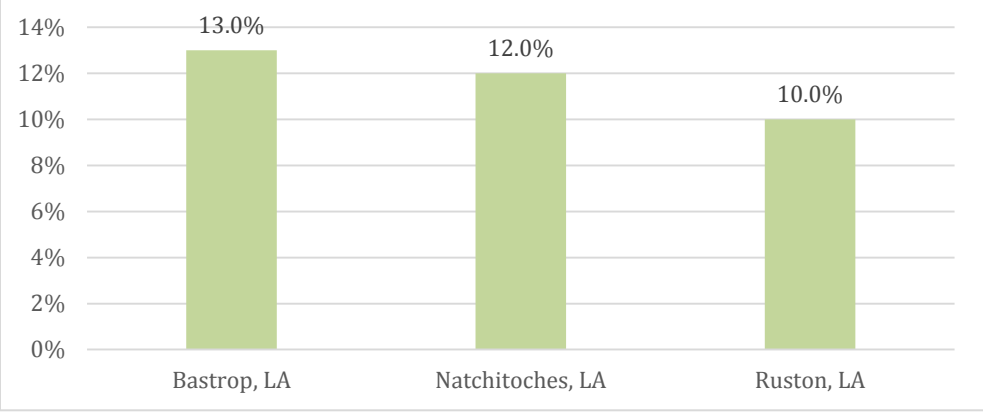

*Source: Calculated by author based on Center for Disease Control online database, WONDER, at http://wonder.cdc.gov*

Figure 89: Chlamydia Rate for Micropolitan Statistical Areas, 2015



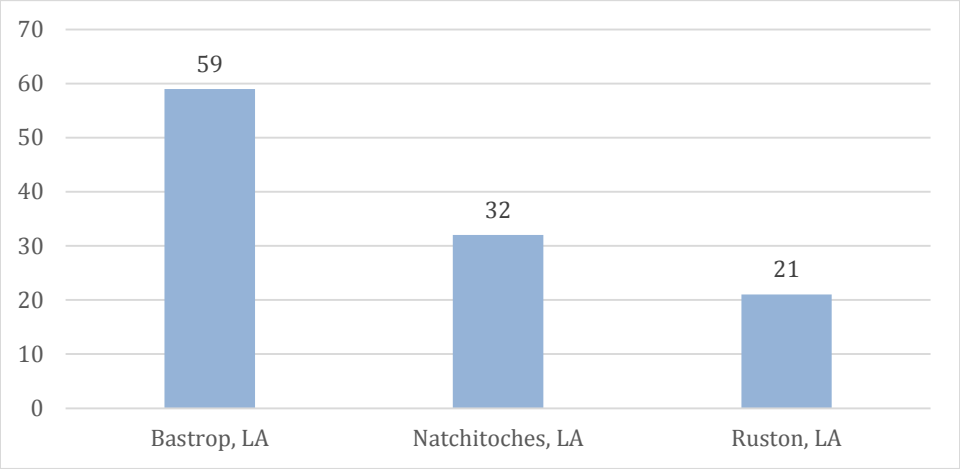

*Source: 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 90: Percentage of Live Births with Low Birth Weight for MicroSAs, 2010-2016




*Source: 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 91: Teen Birth Rate per 1,000 Female Population Ages 15-19 for MicroSAs, 2010-2016




*Source: 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

County Health Rankings builds their data at the parish level, so we can examine how the counties in the MSA, the Monroe MSA, and the MicroSAs are performing on various other health measures including health outcomes, health factors, quality of life, health behaviors, and clinical care. As Table 21 below illustrates, relative to other parishes in Louisiana, only Bossier performs well across the board on community health measures among the parishes considered in this report. Bossier ranks from 5$^{th}$ to 12$^{th}$ among 64 Louisiana parishes for overall health outcomes, health factors, morbidity, health behaviors, and clinical care. Caddo is in the lower half (48$^{th}$, 33$^{rd}$, 50$^{th}$, 37$^{th}$) of parishes on all indicators except for clinical care (4$^{th}$). The strong clinical care presence in Shreveport is not translating to positive health outcomes or quality of life measures in that city, although that clinical presence may be impacting Bossier more positively. DeSoto is near the bottom on all indicators, and Webster is in the bottom half on all measures but clinical care. So within the Shreveport-Bossier MSA, Bossier Parish is the only area performing generally well on community health and clinical care. The Monroe MSA parishes rank average or poor in all categories except for clinical care in Ouachita (11$^{th}$) and health behaviors in Union (10$^{th}$). Natchitoches and Morehouse parish also rank very low in all categories except for a better than average ranking for clinical care in Natchitoches. Ruston's rankings were average or better in all categories with its highest ranking in health outcomes (17$^{th}$). It should also be considered that Louisiana as a state ranks very low on almost all of these indicators relative to other states.

Table 20: Community Health Rankings among all 64 Louisiana Parishes, 2018

| MSA<br>*Parish* | Health Outcomes | Health Factors | Quality of Life | Health Behaviors | Clinical Care |
|---|---|---|---|---|---|
| SHREVEPORT-BOSSIER | | | | | |
| *Bossier* | 5 | 6 | 12 | 5 | 12 |
| *Caddo* | 48 | 33 | 50 | 37 | 4 |
| *DeSoto* | 34 | 44 | 58 | 52 | 39 |
| *Webster* | 45 | 47 | 55 | 41 | 27 |
| MONROE | | | | | |
| *Ouachita* | 29 | 32 | 44 | 49 | 11 |
| *Union* | 38 | 37 | 32 | 10 | 55 |
| BASTROP | | | | | |
| *Morehouse* | 61 | 61 | 60 | 61 | 38 |
| NATCHITOCHES | | | | | |
| *Natchitoches* | 41 | 39 | 51 | 39 | 23 |
| RUSTON | | | | | |
| *Lincoln* | 17 | 24 | 33 | 33 | 21 |

*Source: 2018 County Health Rankings National Data at http://www.countyhealthrankings.org/app/louisiana/2016/rankings/outcomes/overall*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

In addition to insurance and access to health care to enable regular check-ups and prudent medical attention, healthy habits such as exercise, healthy eating, and quitting smoking are all highly correlated with better health.[29] All these factors are considered in the health behaviors category in Table 20. The poor ratings in this category for all parishes except for Bossier and Union are a key driver of the poor health outcomes overall. These habits help control weight, improve mood, combat disease, boost energy, and improve longevity.[30] For a community, these practices mean a more productive workforce, less strain on health care and social service resources, and a generally happier populace. Certainly, improving all of these measures would generate significant benefits for the community, but a priority could be placed on the health habits category since it is one of the most addressable impact areas for improving health outcomes.

The American Hospital Association has a list of community-based initiatives targeted at improving community health and many are focused on improving healthy eating and exercise habits and reducing unhealthy habits like smoking (http://www.aha.org/advocacy-issues/initiatives/facilitators.shtml).

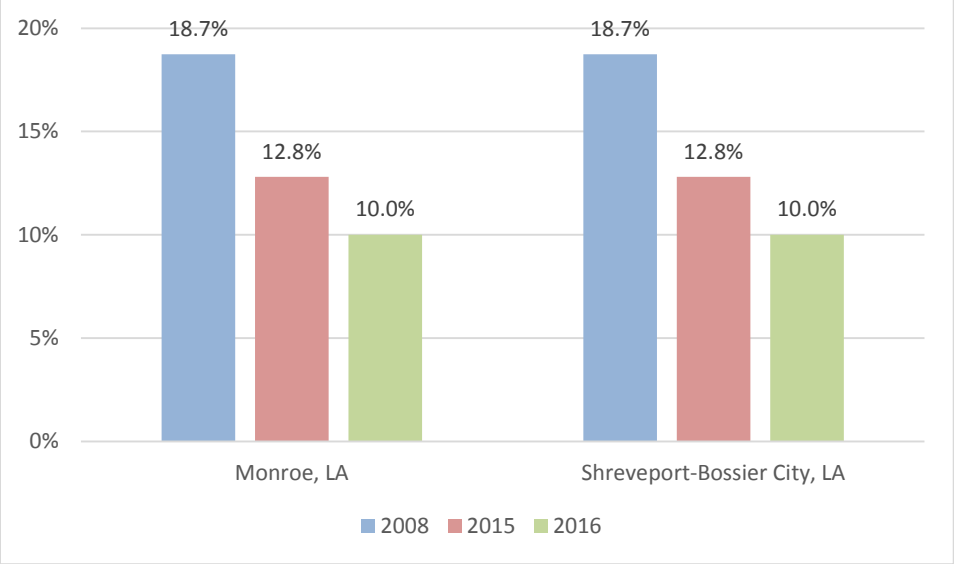
[29] Changing Your Habits: Steps to Better Health. National Institutes of Health. the National Institute of Diabetes and Digestive and Kidney Diseases http://www.niddk.nih.gov/health-information/health-topics/diet/changing-habits/Pages/changing-your-habits.aspx
[30] 5 Benefits of Healthy Habits. Healthline Editorial Team. See more at http://www.healthline.com/health/5-benefits-healthy-habits

## 5.4 Moving the Needle on Health

The most significant positive movement in the health indicators has been the reduction in the share of uninsured persons overall, including employed and uninsured. The figure for employed and uninsured in Monroe has dropped from 32.8% to 12.8% since 2008—over a 55% drop—and in Shreveport-Bossier that figure has fallen from 24.2% to 11.9% during the same time period. That is largely the result of the Affordable Care Act and is a positive development for both communities. Another positive is the improvement in health behaviors in Bossier and Union since 2010.

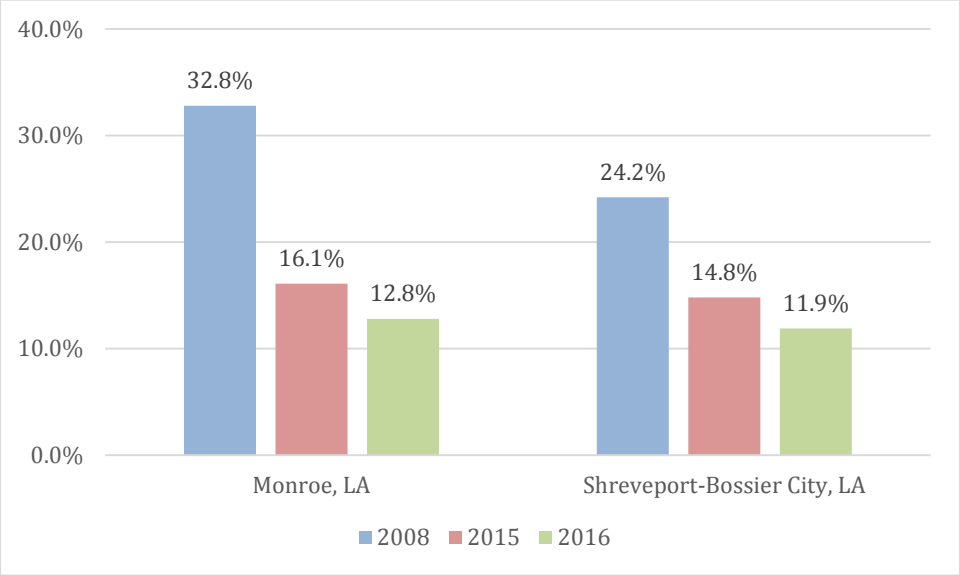
The most significant areas and trends for concern are the stubbornly high and rising mortality rate, chlamydia rate, and low birth weight figure in Shreveport-Bossier and Monroe. The mortality rate is generally a function of factors measured in other indicators of health behaviors, health care access, health care quality, and even poverty and environmental quality. Beginning to bring this number down over time by attacking the contributors to mortality should be a high priority. While these issues are difficult to tackle, they are far too costly to be ignored. The direct costs and loss of economic productivity resulting from these poor health indicators are more than any community can afford. The Shreveport-Bossier MSA has the capacity in the health care sector and the nonprofit sector within the region to begin addressing the problems. It will take a concerted community effort over an extended time period to begin to make progress.

Figure 92: Percent Uninsured for Shreveport-Bossier and Monroe MSAs



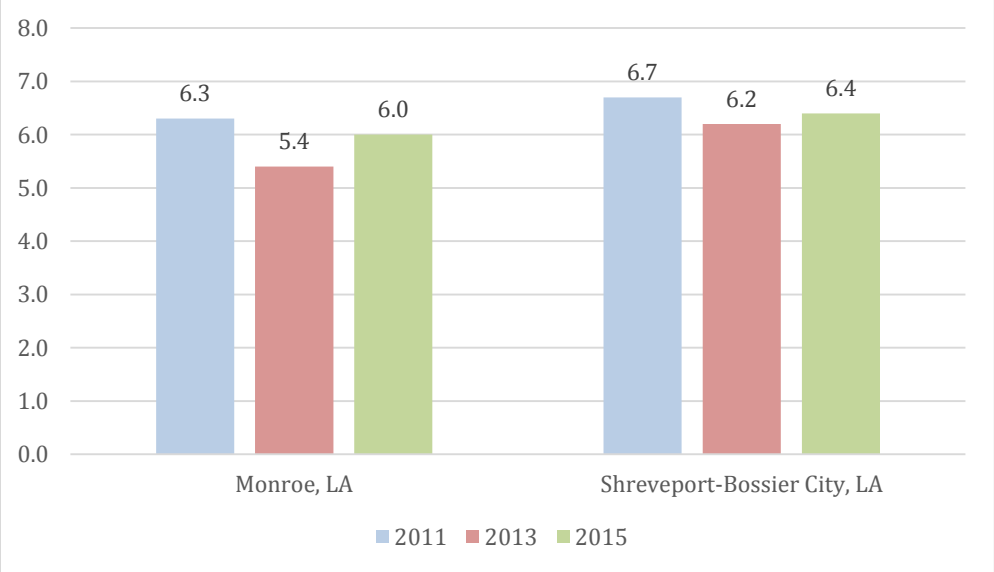

*Source: U.S. Census Bureau, 2008, 2015, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*
*Note: 2008 data are the earliest available for this indicator*

Figure 93: Percent of Population 18 to 64 Years Employed and Uninsured for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



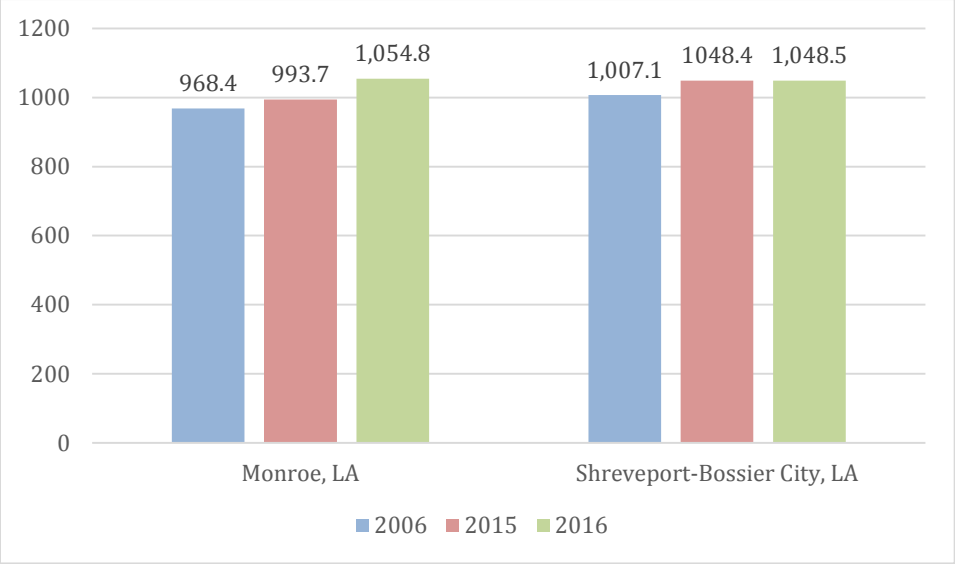

*Source: U.S. Census Bureau, 2008, 2015, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Figure 94: Food Environment Index for Shreveport-Bossier and Monroe MSAs



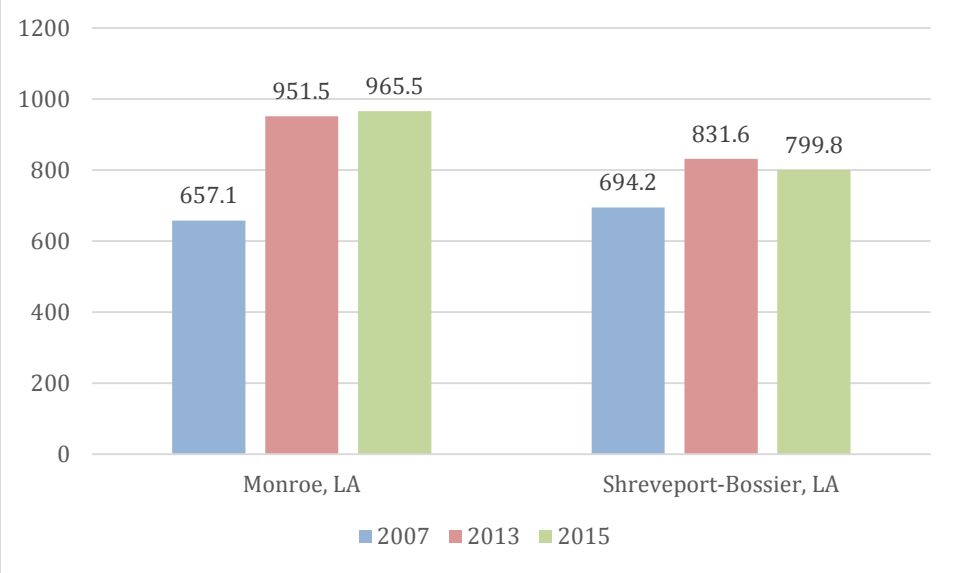

*Source: 2014, 2016, and 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 95: Mortality Rate for Shreveport-Bossier and Monroe MSAs



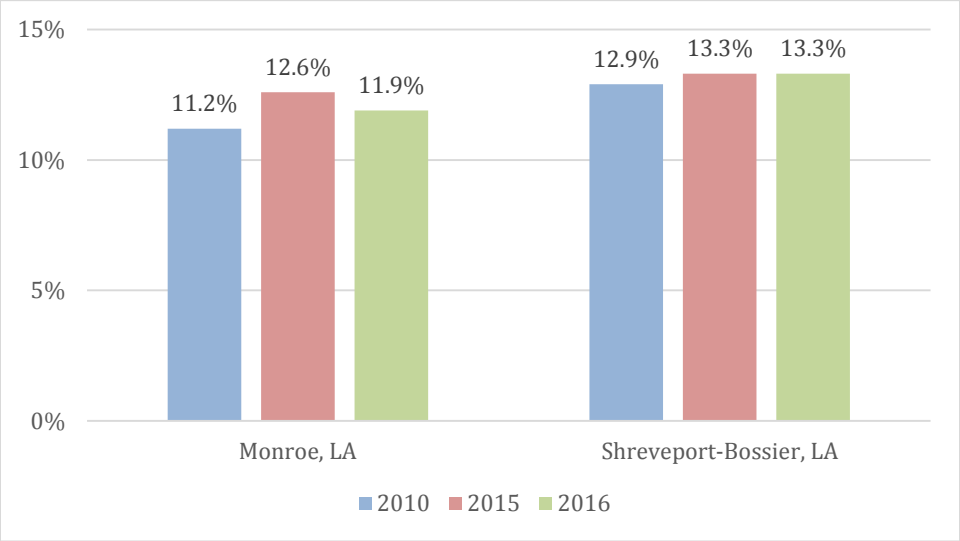

*Source: Calculated by author based on Center for Disease Control online database, WONDER, at http://wonder.cdc.gov*

Figure 96: Chlamydia Rate for Shreveport-Bossier and Monroe MSAs



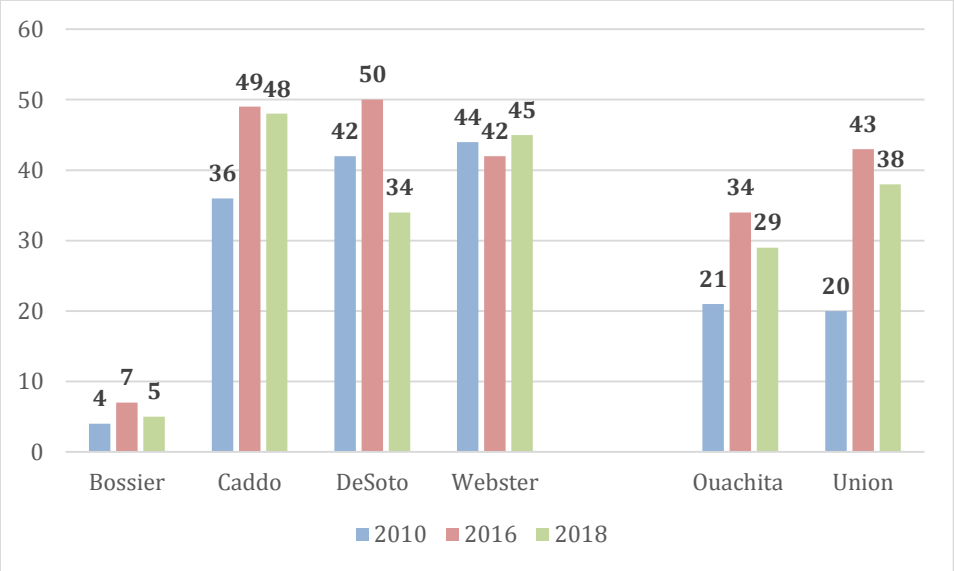

*Source: 2010, 2016, and 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 97: Percentage of Live Births w/Low Birth Weight in Shreveport-Bossier & Monroe MSAs



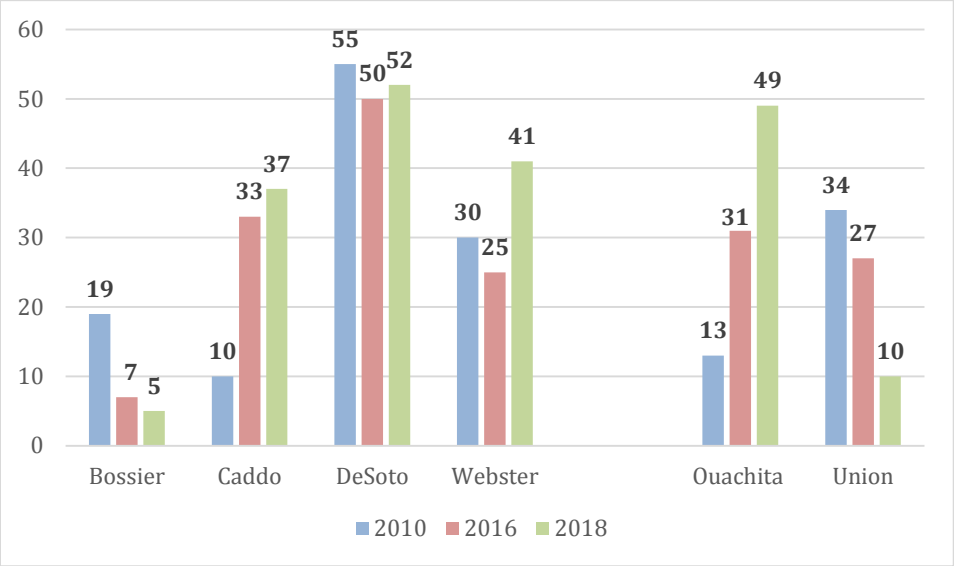

*Source: Calculated by author using data from the Louisiana Kids Dashboard at http://www.kidsdashboard.la.gov and 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: 2010 data are the earliest available for this indicator*

Figure 98: Ranking of Health Outcomes by Parish for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



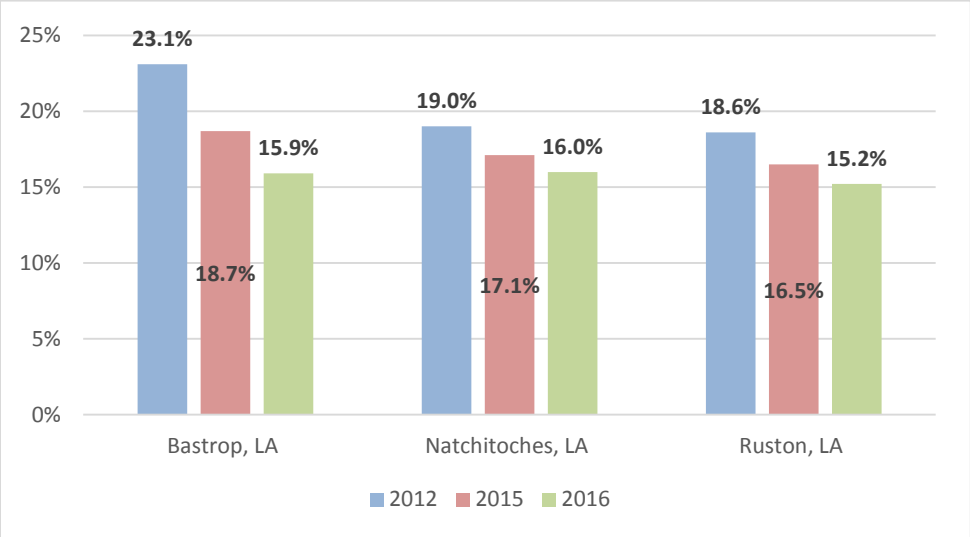

*Source: 2010, 2016, and 2018 County Health Rankings National Data at http://www.countyhealthrankings.org/app/louisiana/2015/rankings/outcomes/overall*
*Note: 2010 data are the earliest available for this indicator*

Figure 99: Ranking of Health Behaviors by Parish for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



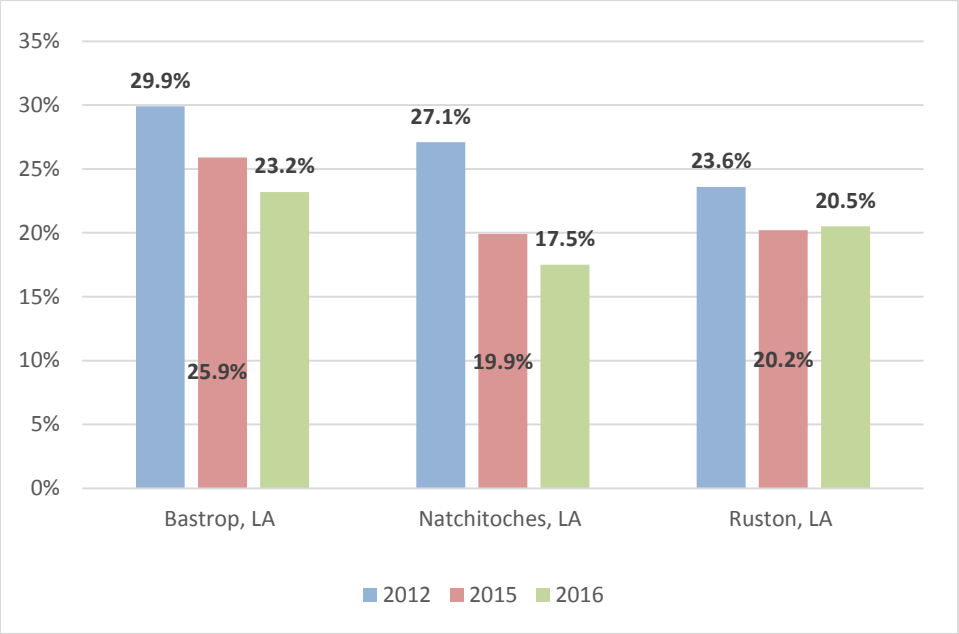

*Source: 2010, 2016, and 2018 County Health Rankings National Data at http://www.countyhealthrankings.org/app/louisiana/2015/rankings/outcomes/overall*
*Note: 2010 data are the earliest available for this indicator*

Figure 100: Percent Uninsured for Micropolitan Statistical Areas



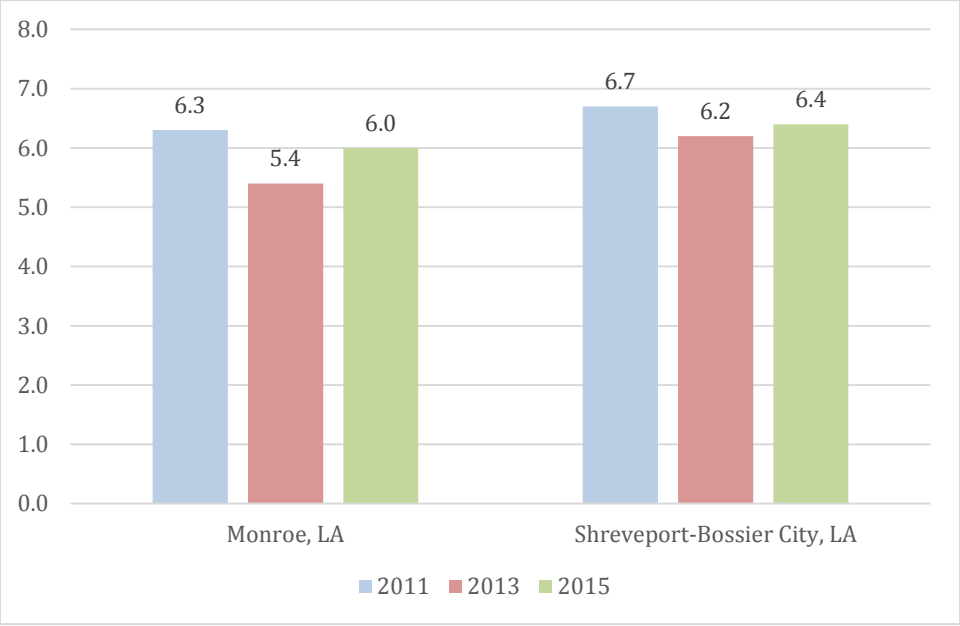

*Source: U.S. Census Bureau, 2012, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*
*Note: 2012 data are the earliest available for this indicator*

Figure 101: Percent of Population 18 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas



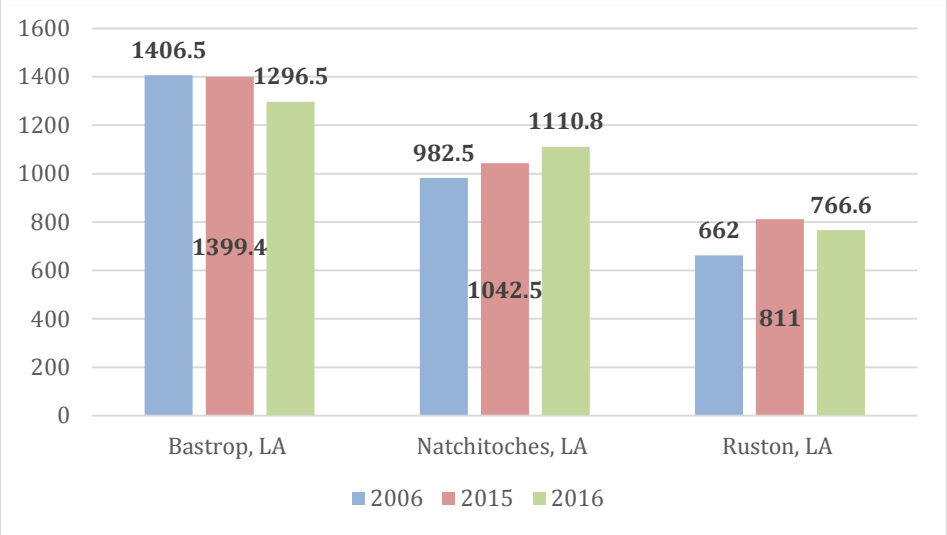

*Source: U.S. Census Bureau, 2012, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*
*Note: 2012 data are the earliest available for this indicator*

Figure 102: Food Environment Index for Micropolitan Statistical Areas



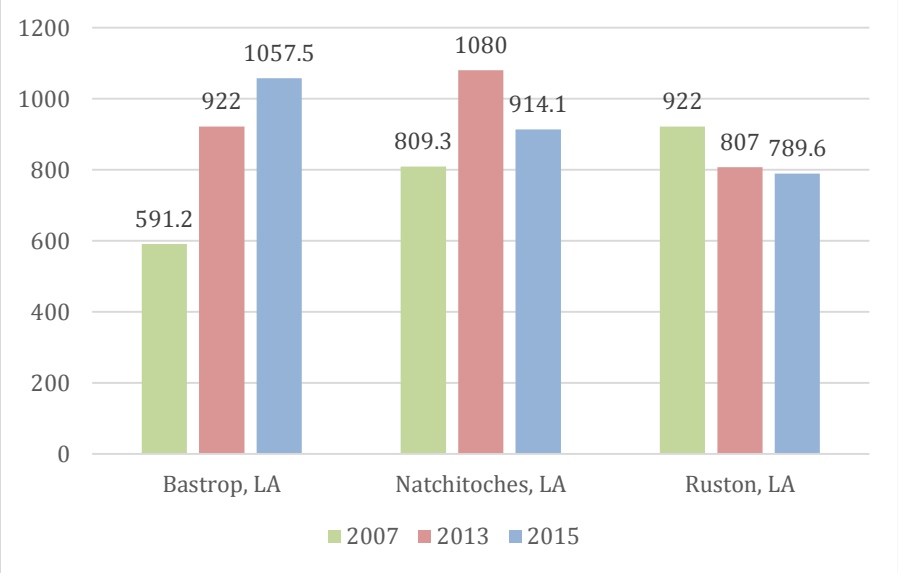

*Source: 2014, 2016, and 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 103: Mortality Rate for Micropolitan Statistical Areas



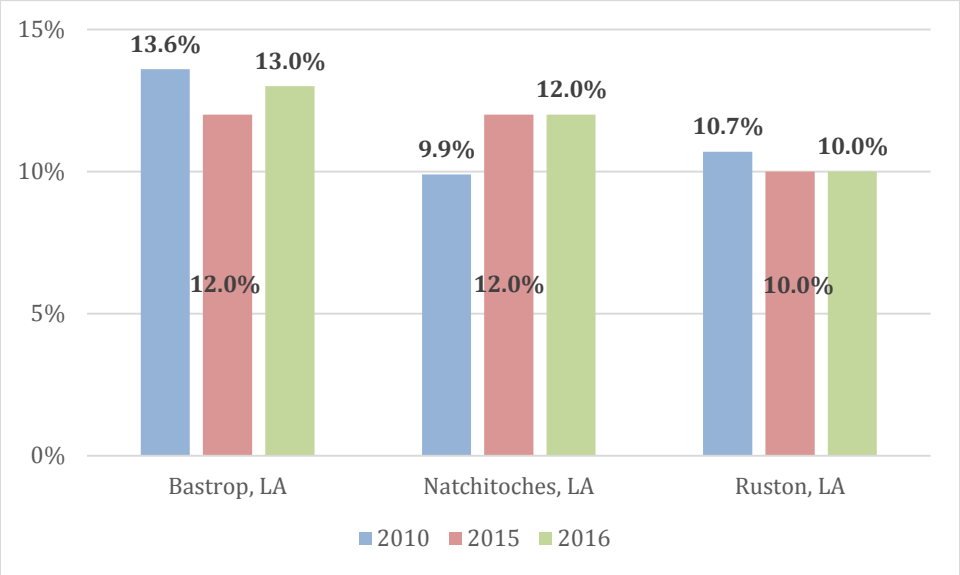

*Source: Calculated by author based on Center for Disease Control online database, WONDER, at http://wonder.cdc.gov*

Figure 104: Chlamydia Rate for Micropolitan Statistical Areas



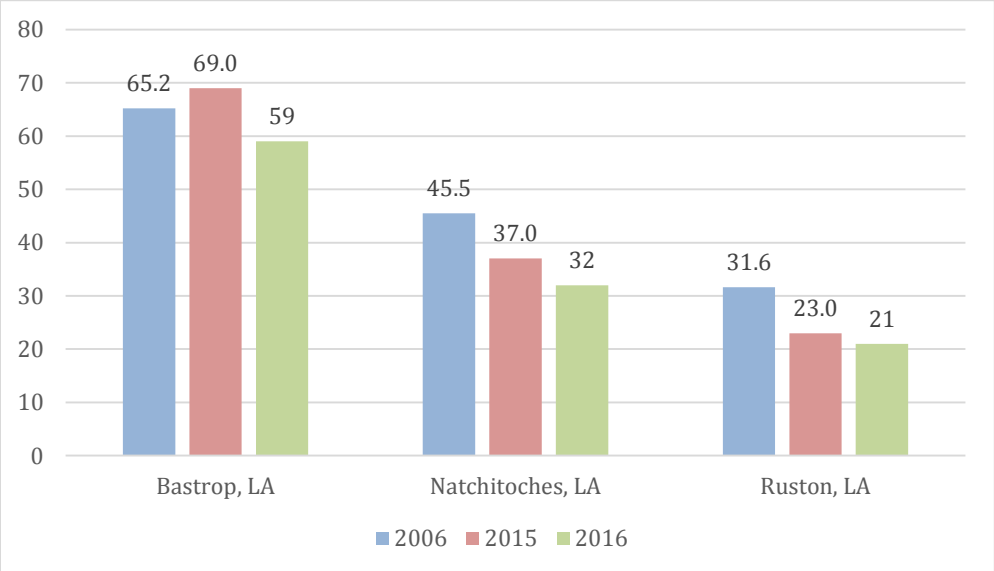

*Source: 2010, 2016, and 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 105: Percentage of Live Births with Low Birth Weight for Micropolitan Statistical Areas



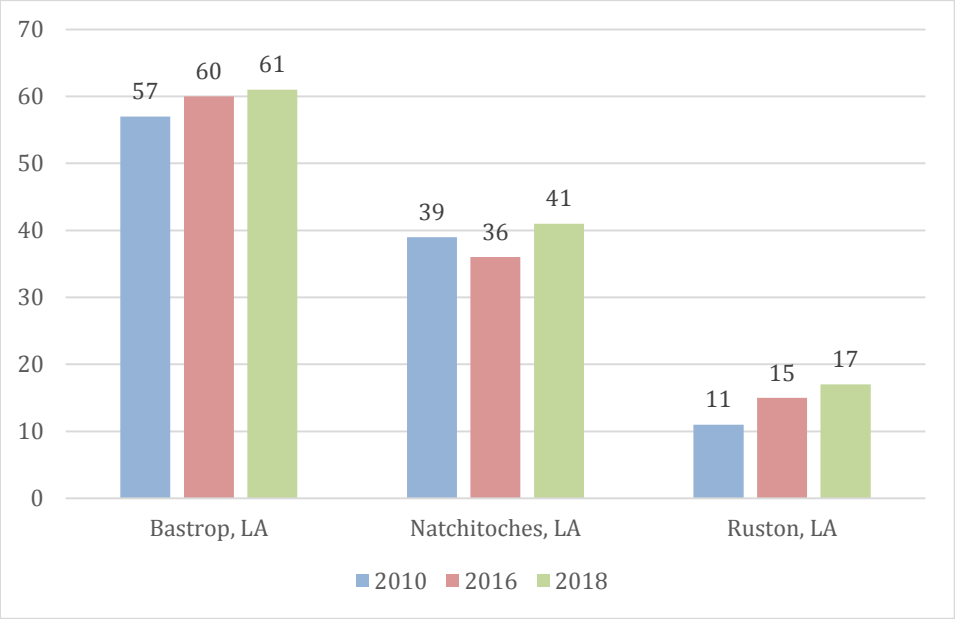

*Source: Louisiana Kids Dashboard at http://www.kidsdashboard.la.gov; 2016 and 2018 County Health Rankings at http://www.countyhealthrankings.org/rankings/data*
*Note: 2010 data are the earliest available for this indicator*

Figure 106: Teen Birth Rate (Mothers Ages 15 to 19) for Micropolitan Statistical Areas



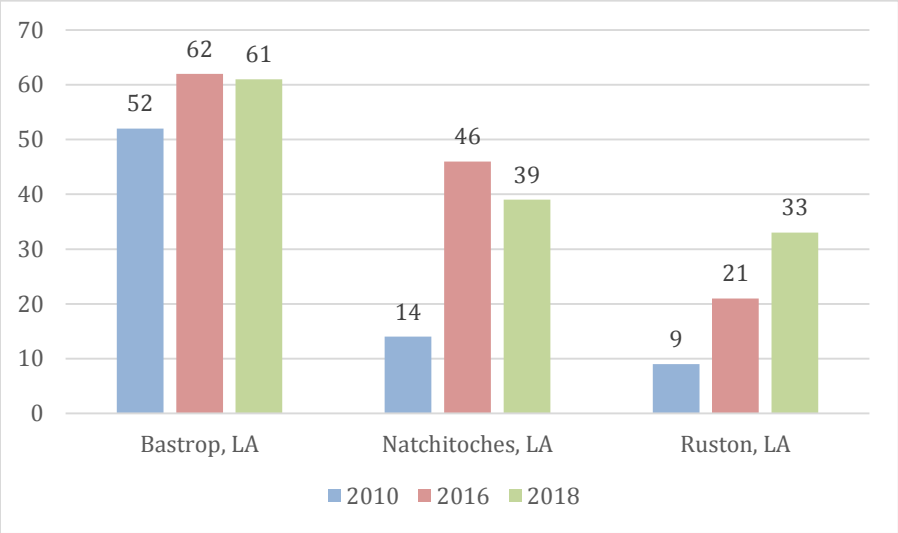

*Source: Data provided to the author by the Louisiana Office of Public Health, Bureau of Family Health and 2018 County Health Rankings*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 107: Ranking of Health Outcomes by Parish for Micropolitan Statistical Areas




*Source: 2010, 2016, and 2018 County Health Rankings National Data at http://www.countyhealthrankings.org/app/louisiana/2015/rankings/outcomes/overall*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

Figure 108: Ranking of Health Behaviors by Parish for Micropolitan Statistical Areas




*Source: 2010, 2016, and 2018 County Health Rankings National Data at http://www.countyhealthrankings.org/app/louisiana/2015/rankings/outcomes/overall*
*Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018*

# 6. Physical Environment

## 6.1 Air Quality

On average, each of us breathes over 3,000 gallons of air each day and the quality of that air is vitally important. Sources of fine particulate matter in the air include forest fires, power plants, industrial processes, and automobiles, among other things. Air pollution has significant impacts on agriculture and forestry, including damage to trees, crops, plants, lakes, and animals. Furthermore, pollutants like tiny airborne particles and ground-level ozone have been shown to trigger respiratory problems, especially for people with asthma, and consequences of ambient air pollution include decreased lung function and chronic bronchitis. Asthma sufferers can be severely affected by air pollution which also aggravates health problems for the elderly and others with heart or respiratory diseases. Toxic chemicals released in the air, such as benzene or vinyl chloride, are highly toxic and can cause cancer, birth defects, and long-term injury to the lungs, as well as brain and nerve damage.[31] The potential for health, environmental, and economic impacts of air pollution is significant, including lost days at work and reduction in the productivity of crops and commercial forest. The costs can be in the tens of billions per year.[32]

Table 21: Median Air Quality Index by Metropolitan Statistical Area, 2017

| MSA | Air Quality Index | Rank | 2016 Rank |
|---|---|---|---|
| **Monroe, LA** | **34** | **1** | |
| Roanoke, VA | 38 | 2 | |
| Columbus, GA-AL | 41 | 3 (tie) | |
| Huntsville, AL | 41 | 3 (tie) | |
| Jackson, MS | 41 | 3 (tie) | |
| Killeen-Temple-Fort Hood, TX | 41 | 3 (tie) | |
| **Shreveport-Bossier City, LA** | **41** | **3 (tie)** | **8** |
| Lafayette, LA | 42 | 4 | |
| Montgomery, AL | 43 | 5 | |
| Fayetteville-Springdale-Rogers, AR-MO | 44 | 6 | |
| Chattanooga, TN-GA | 45 | 7 | |

*Source: EPA Air Quality Index Report at http://www3.epa.gov/airdata/ad_rep_aqi.html*
*Note: Data not available for Micropolitan Statistical Areas and 2017 data are the most recent data available for this indicator*
*The ranking system was updated from previous reports such that community rankings following a tie are listed according to their order in the rankings (as if there were no tie) as opposed to counting communities that were tied as one rank position. Shreveport, LA was ranked 5th last year on this indicator but under the current ranking system would have been ranked 6th.*

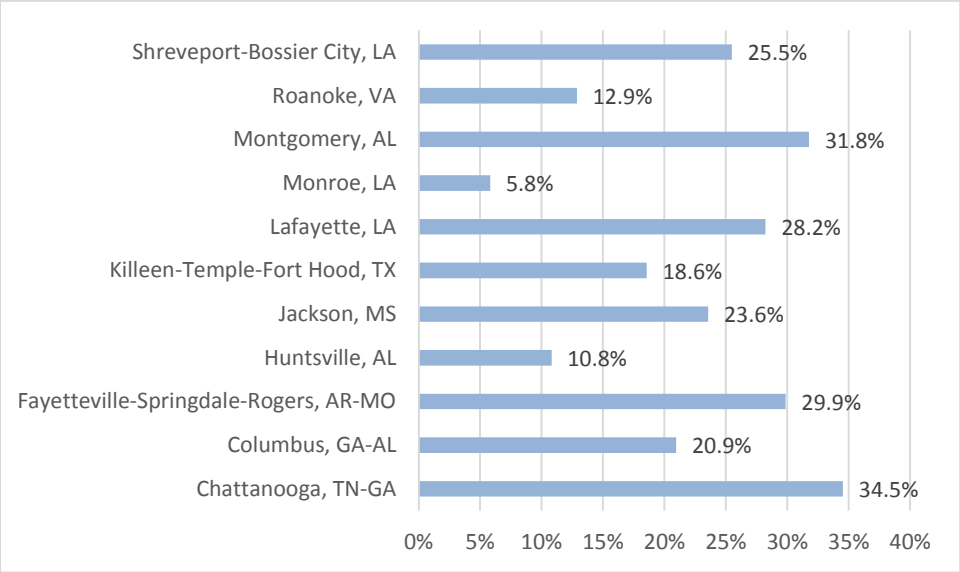
Table 21 shows that the Shreveport-Bossier MSA ranks tied for 3rd overall—up from 8th last year—among the comparative communities in median air quality. This ranking improvement is misleading since it is tied for 3rd with 4 other communities and the Air Quality Index figure

[31] Marilena Kampa. *Human Health Effects of Air Pollution*. Proceedings of the 4th International Workshop on Biomonitoring of Atmospheric Pollution. January 2009.
[32] "Why Should You Be Concerned About Air Pollution?" Environmental Protection Agency. http://www.epa.gov/airquality/peg_caa/concern.html

moved only 1 point from 43 to 42 over the past year. The data for all communities showed little to no change from last year. The EPA designates the 0 to 50 range of the index as good air quality, 50 to 100 is moderate, and above 100 begins to bring in a wide variety of unhealthy conditions. Shreveport-Bossier and all the peer communities fall in the 0-50 range.

Figure 109 shows the share of days during 2017 that each MSA had an air quality rating below good (i.e., above 50). Shreveport is on the higher end of our peer communities with only 25.5 percent of our days having moderate or worse air quality (down from 31.3 percent two years ago). Monroe (5.8 percent), Huntsville (10.8 percent) and Roanoke (12.9 percent) were at the top while Chattanooga was at the bottom with 34.5 percent.

Figure 109: Percent of Days with Air Quality Index Below Good by Metropolitan Statistical Area, 2017




*Source: EPA Air Quality Index Report at http://www3.epa.gov/airdata/ad_rep_aqi.html*
*Note: Data not available for Micropolitan Statistical Areas and 2017 data are the most recent available for this indicator*

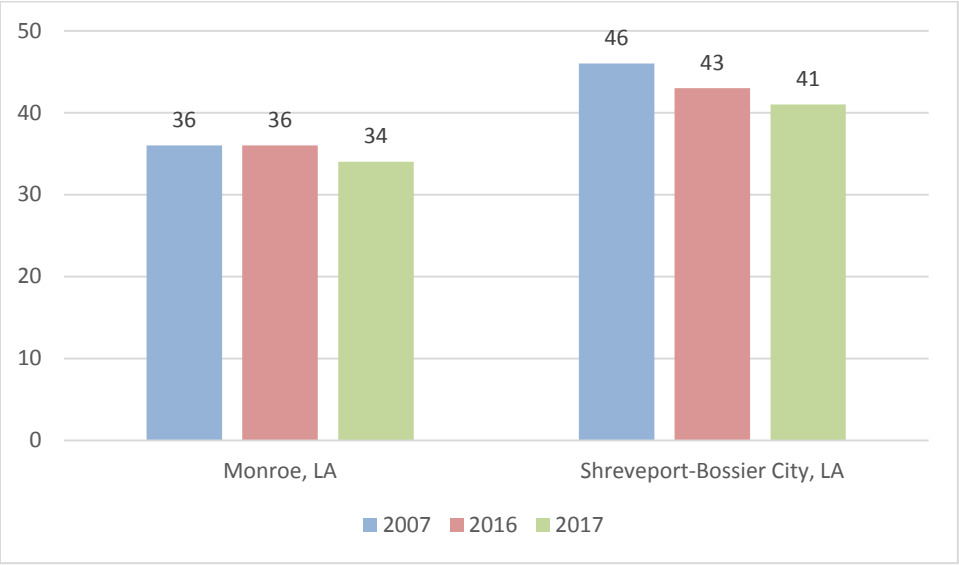
The EPA and other entities offer a variety of ways to reduce air pollution in a community.[33] These include strategies for in the home, suggestions for buying smart, and driving in ways that are friendlier to air quality.

[33] "Ways to Reduce Air Pollution". The Plain English Guide to the Clean Air Act. http://www.epa.gov/airquality/peg_caa/reduce.html

## 6.2 Moving the Needle on Physical Environment

The air quality rating for the Monroe MSA has seen no improvement since 2007. The Shreveport-Bossier MSA rating has improved since 2007—moving into the good air quality range by EPA standards from 2006 to 2007.

Figure 110: Median Air Quality Index for Shreveport-Bossier and Monroe Metropolitan Statistical Areas




*Source: EPA Air Quality Index Report at http://www3.epa.gov/airdata/ad_rep_aqi.html*
*Note: Data not available for Micropolitan Statistical Areas*

# 7. Social Environment

## 7.1 Crime

Crime undermines the social fabric of a community and imposes significant economic costs on local residents, businesses, and government. Some members of a community draw closer or develop grassroots improvement opportunities as a result of crime, while others tend to leave or are discouraged from locating in a community. The causes and sources of criminal activity are many and varied, but crime rates are typically closely correlated with some of the other indicators presented in this report such as poverty, income, education, and housing.

In the FBI's Uniform Crime Reporting (UCR) Program, violent crime is composed of four offenses: murder and non-negligent manslaughter, forcible rape, robbery, and aggravated assault. Violent crimes are defined in the UCR Program as those offenses which involve force or the threat of force.[34] Table 22 shows the Shreveport-Bossier MSA 2016 violent crime rate at 650.9 per 100,000 people, an improvement in ranking from 9th to 8th, but a significant increase in violent crime rate for the 2nd straight year. The impact of this kind of ranking on quality of life, economic development, and community prosperity is immense. Roanoke has the lowest violent crime rate at 243 per 100,000—less than 40% of the rate in our MSA. Monroe has by far the highest rate (1186), almost twice the rate of the Shreveport-Bossier. As expected, the rates in the MicroSAs are far lower, with data for Bastrop unavailable this year.

Table 22: Violent Crime Rate (Offenses per 100,000 people) by MSA, 2016

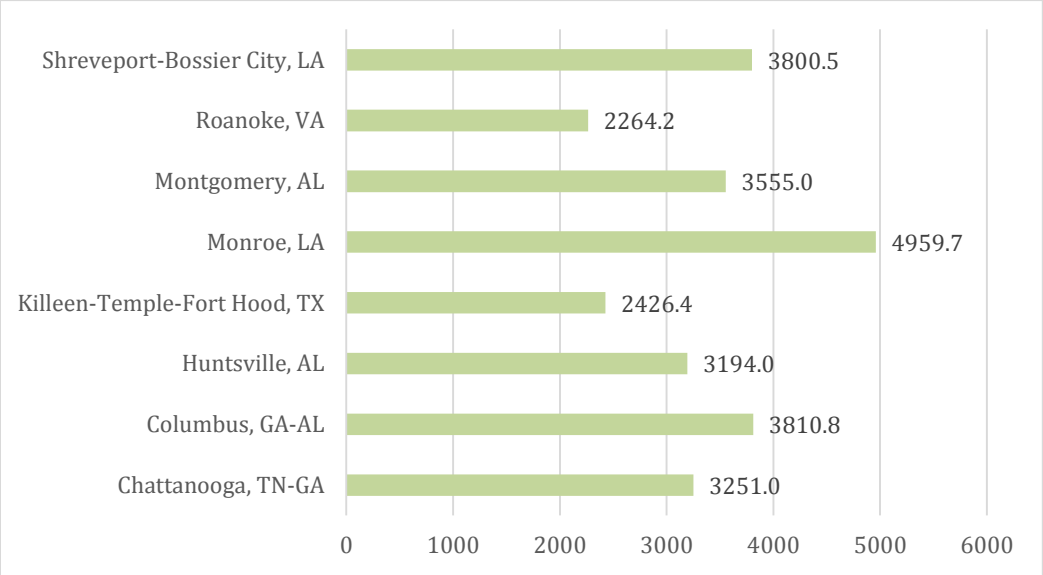
| MSA | Violent Crime Rate | Rank | 2015 Rank |
|---|---|---|---|
| Roanoke, VA | 243 | 1 | |
| Lafayette, LA | 382.3 | 2 | |
| Killeen-Temple-Fort Hood, TX | 386.9 | 3 | |
| Montgomery, AL | 471.7 | 4 | |
| Columbus, GA-AL | 518.3 | 5 | |
| Chattanooga, TN-GA | 540.8 | 6 | |
| Huntsville, AL | 557 | 7 | |
| **Shreveport-Bossier City, LA** | **650.9** | **8** | **9 (of 10)** |
| **Monroe, LA** | **1186.9** | **9** | |

*Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2016*
*https://ucr.fbi.gov/crime-in-the-u.s/2016/crime-in-the-u.s.-2016/topic-pages/violent-crime*
*Note: Data not available for Fayetteville-Springdale-Rogers AR-MO*

[34] "Crime in the United States: Violent Crime." U.S. Department of Justice, Federal Bureau of Investigation. http://www2.fbi.gov/ucr/cius2009/offenses/violent_crime/

In the FBI's Uniform Crime Reporting (UCR) Program, property crime includes the offenses of burglary, larceny-theft, motor vehicle theft, and arson. The object of the theft-type offenses is the taking of money or property, but there is no force or threat of force against the victims. The Shreveport-Bossier MSA property crime rate (3800.5 per 100,000) is the 3rd highest of the peer communities with Monroe (4959.7) having the highest rate. The lowest rate is in Roanoke (2264.2) less than half the rate in Monroe.

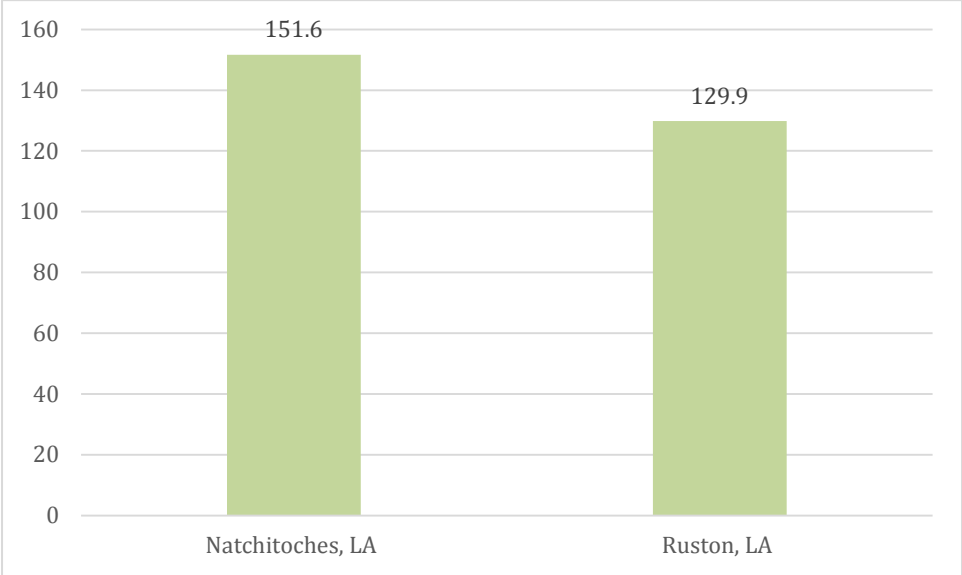
Figure 111: Property Crime Rate (Offenses per 100,000) by Metropolitan Statistical Area, 2016




*Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2016*
*Note: Data not available for Fayetteville-Springdale-Rogers, AR-MO; Jackson, MS; Lafayette, LA*

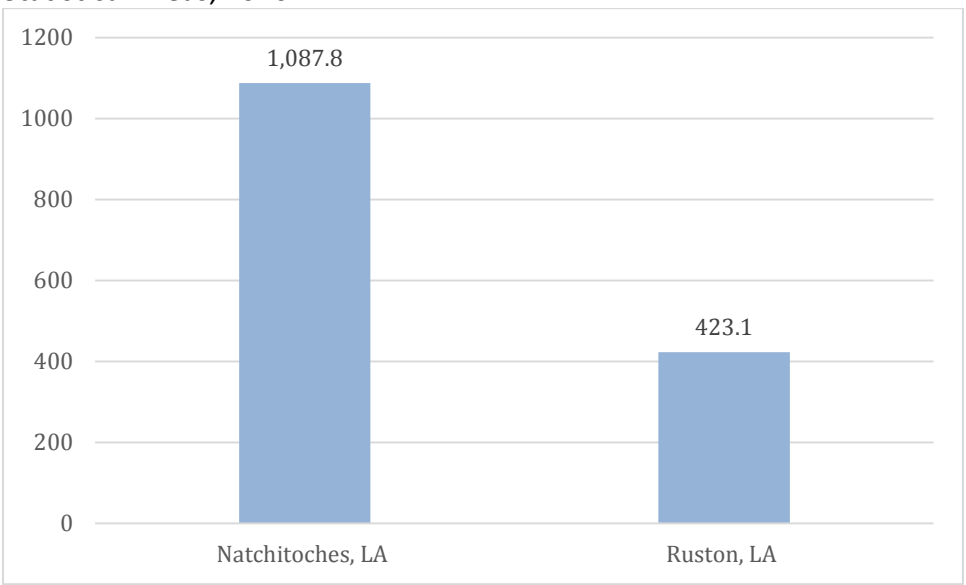
Community crime prevention programs target changes in community infrastructure, culture, or the physical environment in order to reduce crime. The diversity of approaches includes neighborhood watch, community policing, urban or physical design, and comprehensive or multi-disciplinary efforts. These strategies may seek to engage residents, community and faith-based organizations, and local government agencies in addressing the factors that contribute to the community's crime, delinquency, and disorder. The National Institute of Justice (http://www.crimesolutions.gov), Office of Justice Programs keeps a detailed inventory of these types of programs with a variety of useful tools for communities looking to enhance their crime reduction efforts.

Figure 112: Violent Crime Rate (Offenses per 100,000 people) for Micropolitan Statistical Areas, 2016




*Source: Calculated by author using data from FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2016*
*Note: Data not available for Bastrop, LA*

Figure 113: Property Crime Rate (Offenses per 100,000) for Micropolitan Statistical Areas, 2016

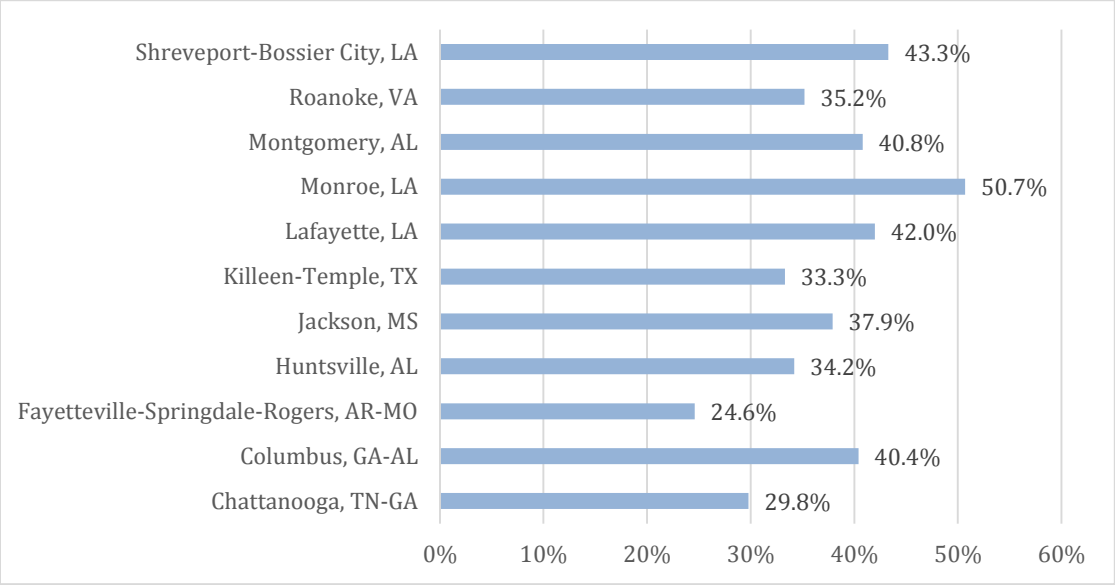



*Source: Calculated by author using data from FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2016*
*Note: Data not available for Bastrop, LA*

## 7.2 Family Support

While there are many complicating and mitigating factors around the economic and social differences between single- and two-parent households, data show on average a wide range of negative correlations for children growing up in single-parent households. These include higher risk of physical and mental health problems, lower academic achievement, higher rate of behavioral problems, and risk of criminal activity. Conversely, two-parent families are often correlated with higher graduation rates, better job market outcomes, and stronger overall community wellness indicators.

Figure 114: Percent of Households with Children Under Age 18 that are Single-Parent Households for Metropolitan Statistical Areas, 2016




*Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

The Shreveport-Bossier MSA ranks 10th (2nd worst) of the peer communities in the share of households with children under age 18 that are single-parent households (43.3 percent). It ranked 7th in 2015. Thus, while the rate stayed steady from 2015 to 2016, other communities saw improvement.

Single-parent households with minor children are more likely to suffer from a variety of social and economic distress factors and are at risk of significantly worse outcomes. Historically there have been two types of approaches to address the potential negative social impact of high rates of single-parent households. The first is to strengthen support mechanisms that help two-parent families stay together. The second is to provide greater support to single-parent households to mitigate the challenges they face and, in particular, the impact of those challenges on children. Given the high rate of single-parent households in our MSA, this seems a ripe area for developing targeted initiatives.

## 7.3 Civic Engagement

Civic engagement or civic participation is the encouragement of the general public to become involved in the political process and the issues that affect them. It is the community coming together to be a collective source of change, political and non-political.[35] It is, in part, what is required to address many of the challenging issues highlighted in this report.

The level of voter participation can be an important measure for determining the level of civic engagement in a community. Voter participation fluctuates across years and different types of elections, and it often wanes in elections that are not electing a president or member of congress. Table 23 below presents data from 2017 and 2018. The MSA fares well on the measure of voter participation used here: registered voters. The Shreveport-Bossier MSA ranks 4th (up from 7th last year) among comparative communities with a 63.1% rate of registered voters and closer to the top-ranked community (Monroe at 66.7%) than to the bottom-ranked (Fayetteville at 49.8%). The Monroe MSA decreased slightly in voter participation rate from 67.2% to 66.7%, but rose in the rankings from 2nd to 1st. The MicroSAs also have relatively high rates of voter registration with Bastrop the highest at 69 percent.

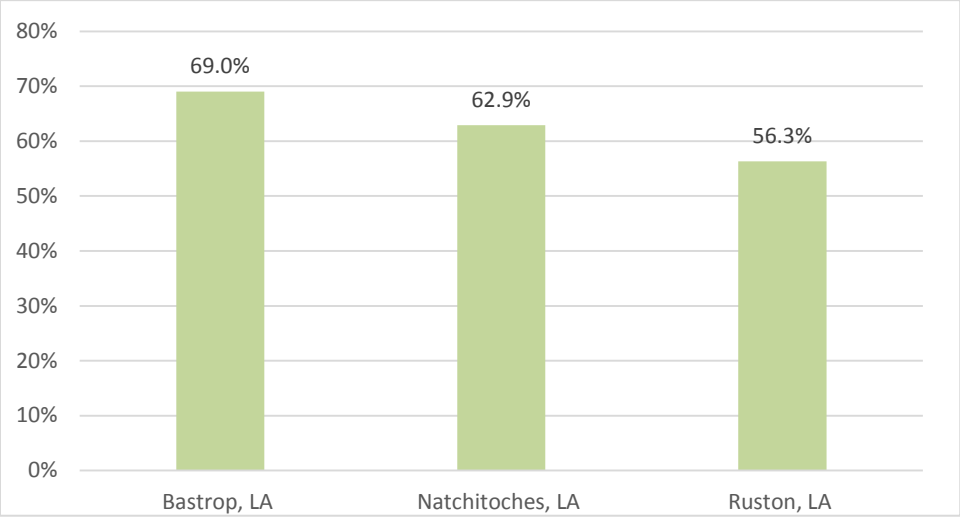
Table 23: Percent of Population Registered to Vote for Metropolitan Statistical Areas, Year Listed Below in Source, 2017-2018

| MSA | Percent of Pop. Registered to Vote | Rank | 2016-2017 Rank |
|---|---|---|---|
| **Monroe, LA** | **66.7%** | **1** | |
| Lafayette, LA | 64.0% | 2 | |
| Roanoke, VA | 63.2% | 3 | |
| **Shreveport-Bossier City, LA** | **63.1%** | **4** | ↑ **7** |
| Huntsville, AL | 62.3% | 5 | |
| Jackson, MS | 61.4% | 6 | |
| Montgomery, AL | 61.0% | 7 | |
| Chattanooga, TN-GA | 56.1% | 8 | |
| Columbus, GA-AL | 54.8% | 9 | |
| Killeen-Temple-Fort Hood, TX | 54.4% | 10 | |
| Fayetteville-Springdale-Rogers, AR-MO | 49.8% | 11 | |

*Source: Calculated by author using data from the Alabama Voter Registration Statistics, 2018 at https://sos.alabama.gov/alabama-votes/voter/election-data, 2017 at https://www.sos.arkansas.gov/elections/research, 2018 at http://sos.ga.gov/index.php/Elections/voter_registration_statistics, Louisiana Voter Registration Statistics, 2018 at https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsParish.aspx, Mississippi Voter Registration Statistics, 2018 provided to the author from the office of the Mississippi Secretary of State, Missouri Election Results, 2016 at https://www.sos.mo.gov/elections/s_default, Tennessee Election Statistics, 2017 at https://sos.tn.gov/products/elections/election-statistics, Texas Voter Registration Figures, 2018 at https://www.sos.state.tx.us/elections/historical/vrfig.shtml, and the Virginia Voter Registration Statistics, 2018 at https://www.elections.virginia.gov/resultsreports/registration-statistics/index.html*

[35] "Civic engagement", American Psychological Association. Retrieved 24 Aug 2012

Figure 115: Percent of Population Registered to Vote for Micropolitan Statistical Areas, 2018




*Source: Louisiana Voter Registration Stats, 2018 at https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsParish.aspx*

## 7.4 Creative Industries

Creative and cultural industries typically cover areas such as advertising, art crafts, audio-visual/film, cultural heritage, design, entertainment software such as video games, fashion, music, publishing, performing arts, and visual arts. A 2014 report from the National Endowment for the Arts and the U.S. Bureau of Economic Analysis found that arts and culture contributed more than $698 billion to the economy in 2012 – exceeding preliminary estimates of $504 billion.[36] The sector represented a larger share of U.S. GDP than construction or transportation and warehousing. Creative industries are becoming increasingly international and growth rates in the sector are consistently higher than the average of the economy. [37]

Currently this sector represents a small segment (2.6%) of the overall economy in the Shreveport-Bossier MSA (and all peer communities) in terms of total businesses, but it is a sector with significant potential for innovation and economic development in our region. Furthermore, these are economic activities that have the potential to generate revenue from outside the local economy (i.e., export sectors), which is what contributes most to economic growth. These industries have received a lot of attention and investment from policy makers, educational institutions, and entrepreneurs over the last decade; and that investment has positioned our MSA well to take advantage of growth opportunities in the creative sector.

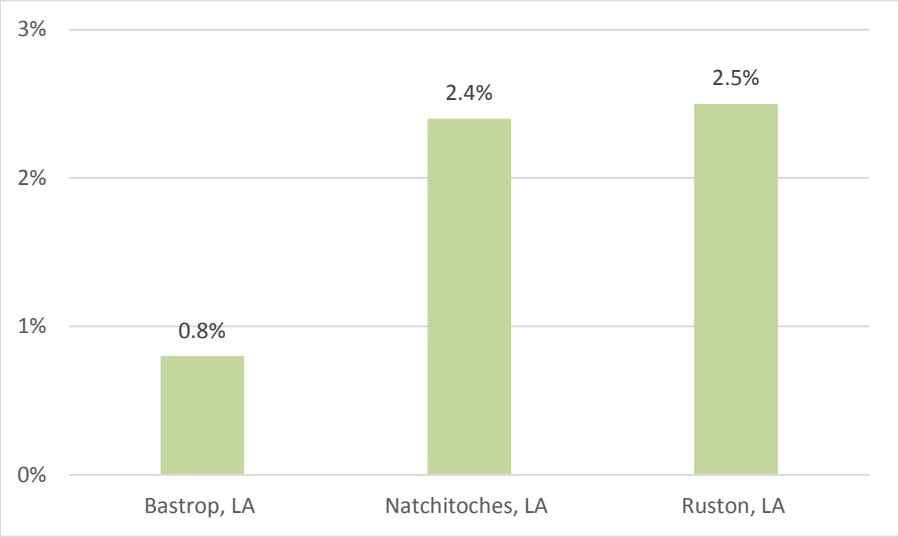
Table 24: Percent of Creative Industries Share of all Businesses for MSAs, 2016

| MSA | Creative Industries Share of all Businesses | Rank | 2015 Rank |
|---|---|---|---|
| Killeen-Temple-Fort Hood, TX | 3.5% | 1 | |
| Chattanooga, TN-GA | 3.4% | 2 (tie) | |
| Fayetteville-Springdale-Rogers, AR-MO | 3.4% | 2 (tie) | |
| Huntsville, AL | 3.3% | 3 | |
| Columbus, GA-AL | 3.1% | 4 | |
| Montgomery, AL | 3.0% | 5 (tie) | |
| Roanoke, VA | 3.0% | 5 (tie) | |
| Lafayette, LA | 2.8% | 6 | |
| Jackson, MS | 2.7% | 7 | |
| **Shreveport-Bossier City, LA** | **2.6%** | **8** | **4 (of 7)** |
| **Monroe, LA** | **2.3%** | **9** | |

*Source: Calculated by author using data from the Arts Index at http://www.artsindexusa.org/*
*Note: The 2015 rank for the Shreveport-Bossier MSA was erroneously reported as 8 of 11. The actual rank for this MSA for 2015 was 4 of 7.*

[36] *The Arts and Cultural Production Satellite Account (ACPSA)* 2014 - See more at: http://arts.gov/news/2015/surprising-findings-three-new-nea-reports-arts#sthash.bTAbv525.pdf
[37] *The Economic Impact of the Creative Industries in the Americas*. Organization of American States and the Inter-American Development Bank. January 2014.

Figure 116: Percent of Creative Industries Share of all Businesses for Micropolitan Statistical Areas, 2016



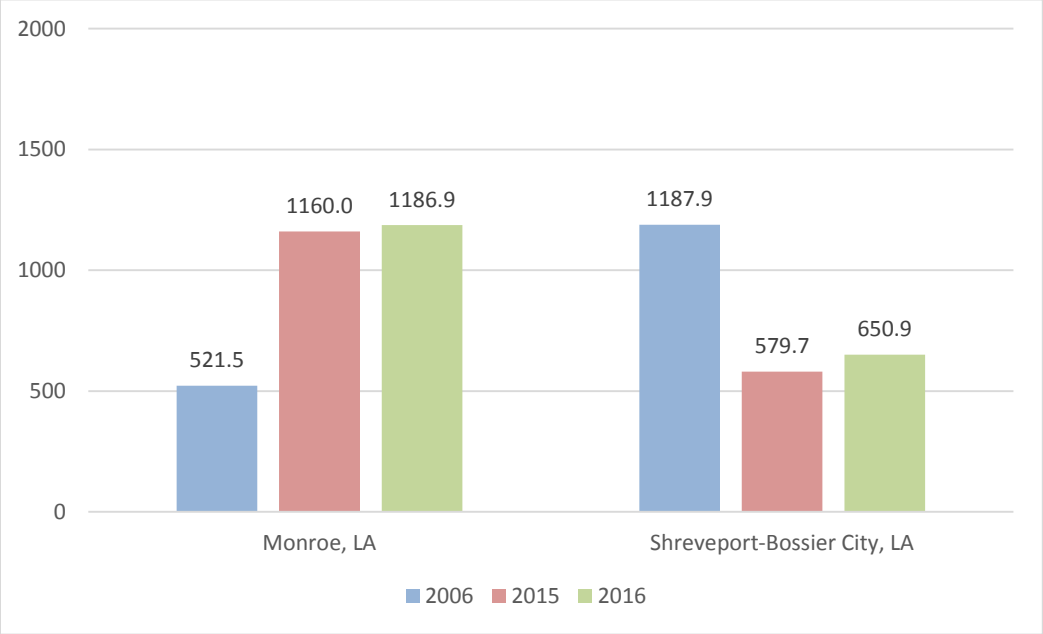

*Source: The Arts Index at http://www.artsindexusa.org/*

## 7.5 Moving the Needle on Social Environment

One of the most encouraging trends in the data on social environment since 2005 has been the falling crime rates in Shreveport-Bossier. The Shreveport-Bossier MSA has seen the violent crime rate fall by more than half from 2005 to 2014, and the property crime rate fell almost 30 percent over that period. The drop since 2005 is still significant, but there was a notable rise in the violent crime rate during the last two reported years of 2015 and 2016. Monroe also saw an even larger increase in violent crime during 2015 after stagnant rates for several years. In the MicroSAs we saw upticks in violent crime in Ruston and Natchitoches. Property crimes have been dropping steadily since 2005 in Ruston and Bastrop, but have remained steady in Natchitoches.

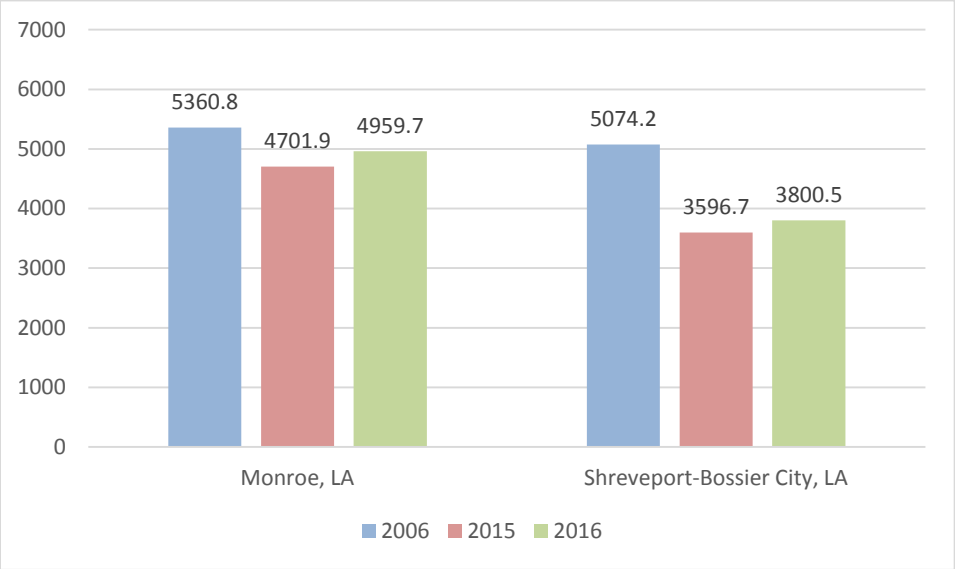
There has been a slight decline in the share of economic activity contributed by the creative sector in any of the Louisiana communities considered here since 2009. While that is disappointing, this is still likely an emerging sector with opportunity for growth in the future, if the level of investment is maintained.

Figure 117: Violent Crime Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



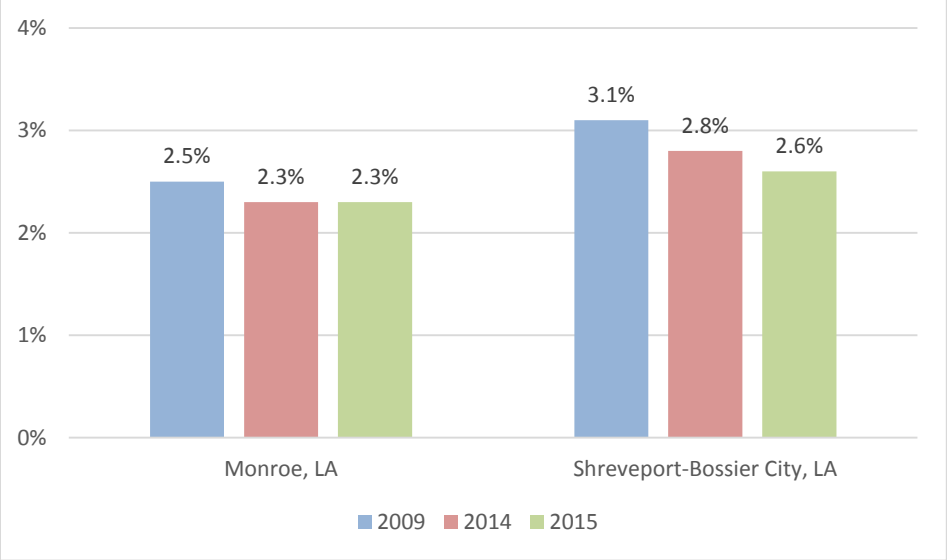

*Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2006, 2015, and 2016*

Figure 118: Property Crime for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



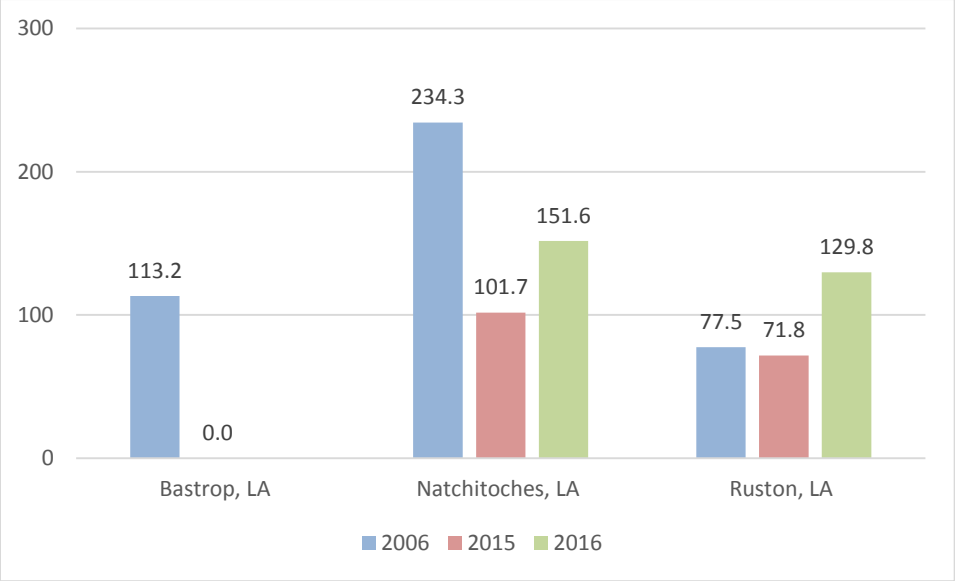

*Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2006, 2015, and 2016*

Figure 119: Percent of Creative Industries Share of all Businesses for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



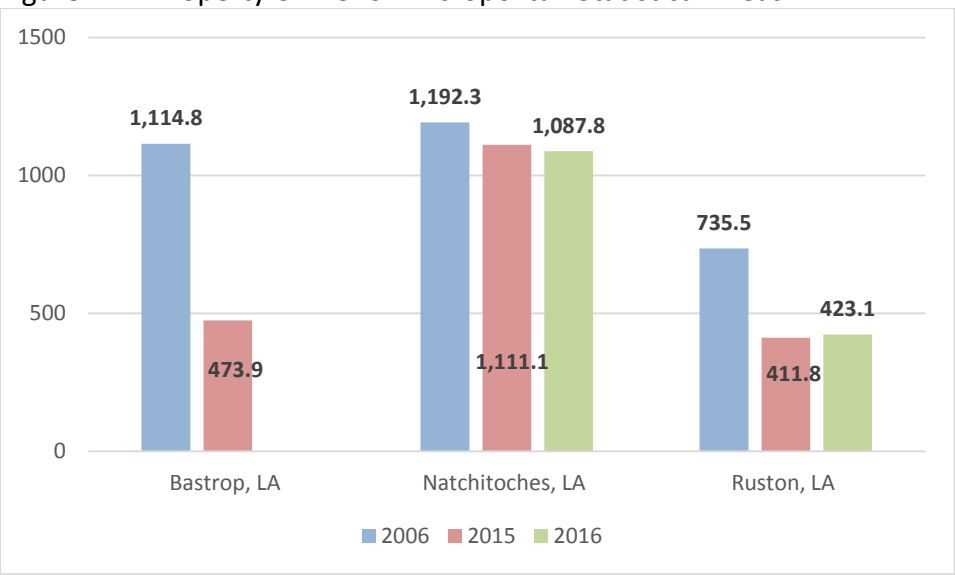

*Source: Calculated by author using data from the Arts Index at http://www.artsindexusa.org/*
*Note: 2009 data are the earliest available for this indicator*

Figure 120: Violent Crime Rate for Micropolitan Statistical Areas



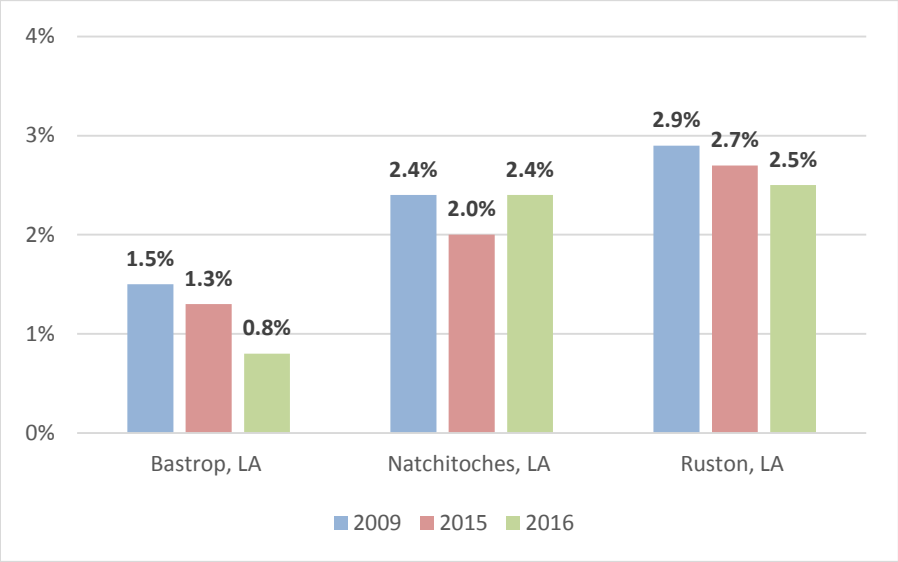

*Source: FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2006, 2015, and 2016*
*Note: Data not available for Bastrop, LA for 2016*

Figure 121: Property Crime for Micropolitan Statistical Areas




*Source: FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2006, 2015, and 2016*
*Note: Data not available for Bastrop, LA for 2016*

Figure 122: Percent of Creative Industries Share of all Businesses for Micropolitan Statistical Areas




*Source: The Arts Index at http://www.artsindexusa.org/*
*Note: 2009 data are the earliest available for this indicator*

## 8. Summary and Conclusions

This report has presented and examined comparative data in six primary categories—Population, Economic Well-Being, Human Capital, Health, Social Environment, and Physical Environment—for the Shreveport-Bossier MSA and 10 peer communities including the Monroe MSA. It also presented data for three Micropolitan Statistical Areas in the north Louisiana region: Bastrop, Natchitoches, and Ruston. The goal has been to gain a comprehensive picture of where Shreveport-Bossier stands on this range of socioeconomic indicators over time and relative to other communities.

The results of the data presentation and rankings of the Shreveport-Bossier MSA relative to 10 peer communities are summarized in Table 25 below. Of the 6 primary categories, our ranking was in the mid-range in Human Capital (6.6) and Health (6.9), both showing significant improvement from last year. The MSA ranked very poorly in Economic Well-Being (9.8). The poor showing in the Economic Well-Being category—particularly with regard to poverty, public assistance, and income—is probably the most significant issue demanding attention from this report. The ranking in this primary category has declined in each of the last three years from 6.6 in 2015 to 9.8 this year. Of the 15 secondary categories (subsets of the primary categories) Shreveport-Bossier ranked in the bottom half in 10 and ranked middle or higher in 5. Of the 54 indicators ranked in the report, the MSA ranked in the bottom half of the peer group in 24 of them. Shreveport-Bossier ranked in the top half in 9 of the individual indicators ranked in the report. In 8 of the categories it represented the middle ranking. The highest ranking for the MSA was 3$^{rd}$ in per capita personal income, percent of 3- and 4-year-olds enrolled in school, and median air quality.

Considering all indicators and all categories—with #1 being the best possible ranking—the overall combined ranking for our MSA was 6.8 or 7$^{th}$ out of 11—a improvement of one full slot from the 2017 report. That is a significant improvement over one year, primarily resulting from improvements in human capital, health, and air quality. In the previous 5 years, the overall ranking of the Shreveport-Bossier MSA was 8$^{th}$ out of 10 in 2013 and 2014, 7$^{th}$ out of 10 in 2015 and 2016, and 8$^{th}$ of 11 in 2016.

The Community Counts report has again identified for the leaders in the Shreveport-Bossier community key areas to focus energy and resources. Identifying Shreveport-Bossier's most critical issues is the intended result of the report with the hope that it will stimulate more community enhancement efforts.

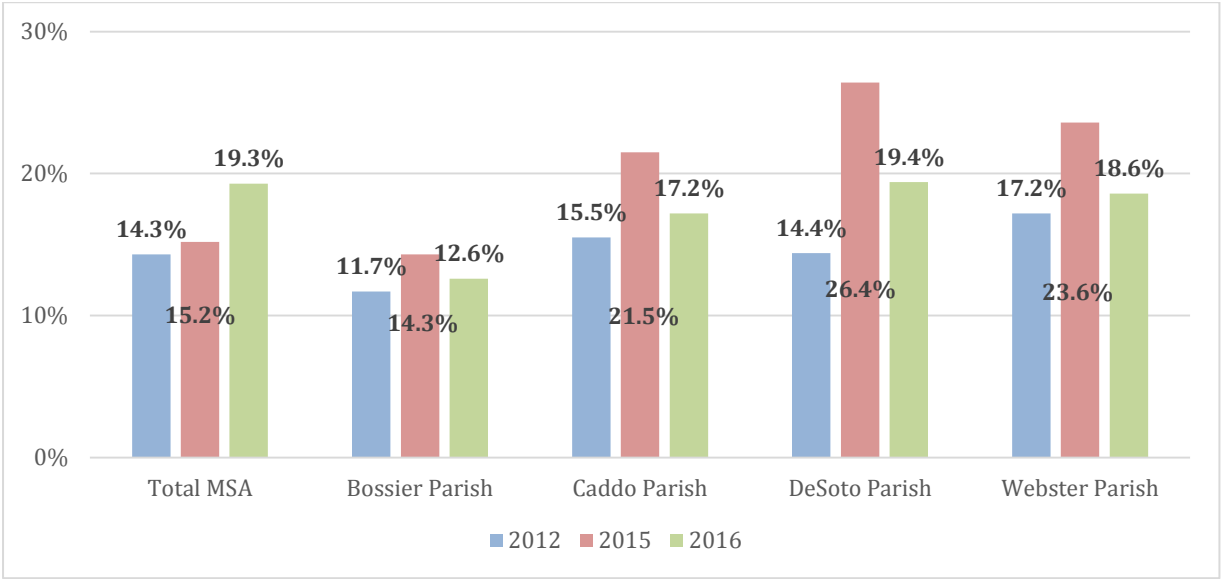
**Table 25: Overall Rankings for Shreveport-Bossier MSA** **2018**

| Primary Category | Socio-Economic Indicator | Ranking for Shreveport-Bossier MSA | Secondary Category Average Ranking | Primary Category Average Ranking |
|---|---|---|---|---|
| Population | Total Population | 6 | 5.0 | 5.0 |
| | Population Growth | 4 | | |
| Economic Well-Being | Median Household Income | 10 | 9.7 | 9.8 |
| | Per Capita Income | 9 | | |
| | Median Hourly Wage | 10 | | |
| | Poverty Rate | 10 | 10.5 | |
| | Poverty Rate for Families with Children Under 5 | 11 | | |
| | Households Receiving SNAP Benefits | 8 | 9.7 | |
| | Households with Cash Public Assistance | 11 | | |
| | Children Under 18 Living in Households with SSI, Cash Public Assistance or SNAP | 10 | | |
| | Percent of Occupied Housing Units that are Owner-Occupied | 7 | 9.3 | |
| | Percentage of Occupied Units with Monthly Owner Costs 35% or More of Income | 10 | | |
| | Percent of Occupied Units With Monthly Gross Rent 35% or More of Income | 11 | | |
| Human Capital | Percent of 3 and 4-Year Olds Enrolled in School | 3 | 7.2 | 6.6 |
| | Percent of Population 25+ With Less Than High School Diploma | 6 | | |
| | Percent of Population 25 Years and Over with an Associate's Degree | 6 | | |
| | Population 25 Years and Over with Bachelor's Degree or Higher | 8 | | |
| | Percentage of Households with a Computer | 10 | | |
| | Households with a Broadband Internet Subscription | 10 | | |
| | Unemployment Rate | 7 | | |
| | Percent of Population 16 and Over in Labor Force | 9 | | |
| | Per Capital Personal Income | 3 | 6.0 | |
| | 10-Year Compound Growth Rate in Personal Income | 5 | | |
| | Per Capita Real GDP | 5 | | |
| | Innovation Index Score | 8 | | |
| | Per Capital Real GDP Compound Annual Growth Rate | 5 | | |
| Health | Percent Uninsured | 4 | 5.3 | 6.9 |
| | Percent of Children Under Age 18 Uninsured | 6 | | |
| | Percent of Population 18 to 64 Years Employed and Uninsured | 6 | | |
| | Food Environment | 6 | 6.0 | |
| | Mortality Rate | 8 | | |
| | Chlamydia Rate | 8 | 9.5 | |
| | Percent of Live Births with Low Birth Weight | 11 | | |
| | Teen Birth Rate Age 15-19 | 11 | | |
| Physical Environment | Median Air Quality Index | 3 | 5.0 | 5.0 |
| | Days with Air Quality Index Below Good | 7 | | |
| Social Environment | Violent Crime Rate | 8 | 7.0 | 7.3 |
| | Property Crime Rate | 6 | | |
| | Percent of Population Registered to Vote | 4 | 7.0 | |
| | Percentage of Creative Industries Share of all Businesses | 8 | 8.0 | |
| | Family Support | 10 | 7.0 | |
| | | **Overall MSA Ranking** | | **6.8** |

# 9. Appendix: Additional Tables

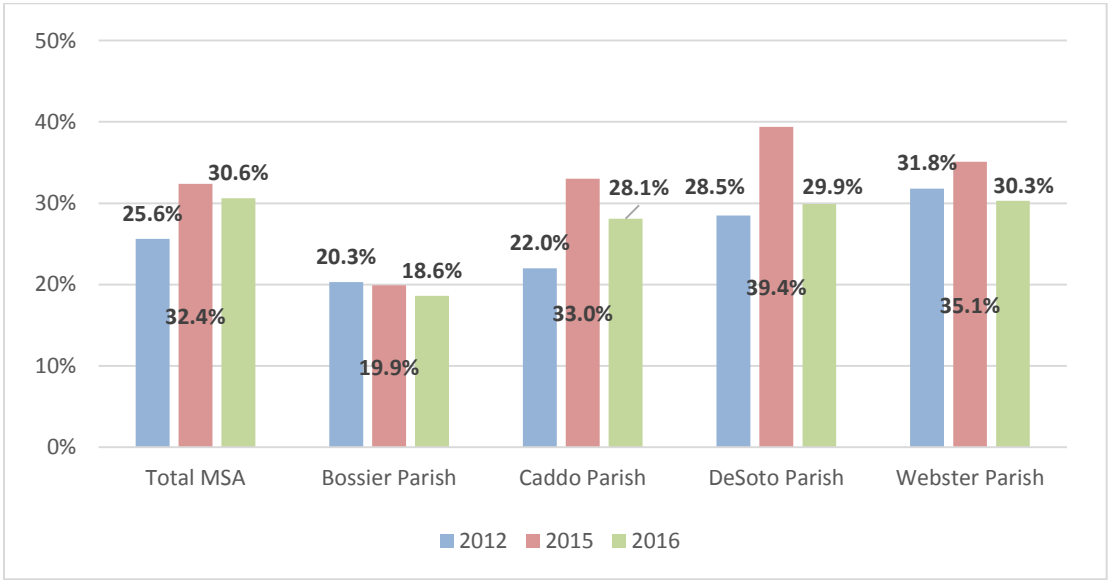
## 9.1 Poverty

Poverty Rate for Families in Shreveport-Bossier City MSA and Parishes, 2012, 2015, and 2016



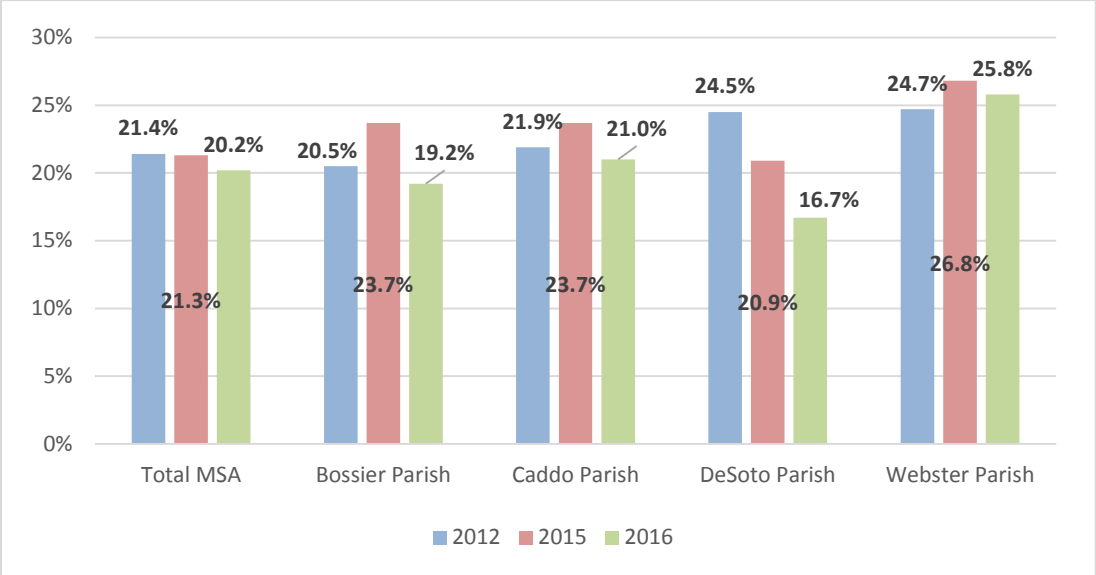

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2015 American Community Survey 1-year and 5-Year Estimates, and 2016 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov*

Poverty Rate for Children Under Age 18 in Shreveport-Bossier City MSA and Parishes, 2012, 2015, and 2016



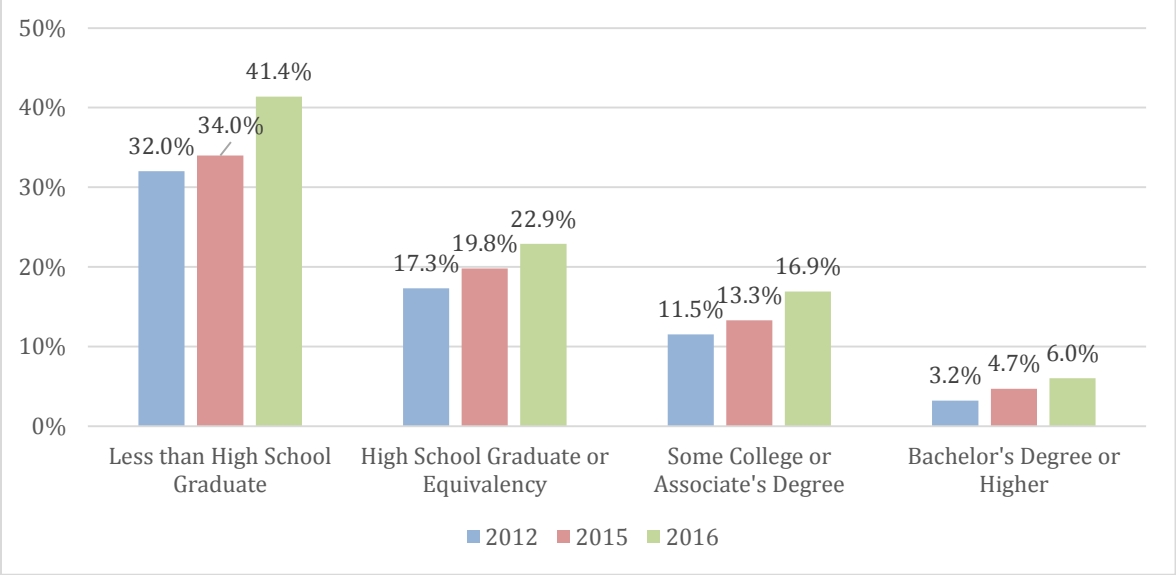

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2015 American Community Survey 1-Year and 5-Year Estimates, and 2016 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov*

Individuals Within 1.00 to 1.99 of Poverty Threshold in Shreveport-Bossier City MSA, 2012, 2015, and 2016



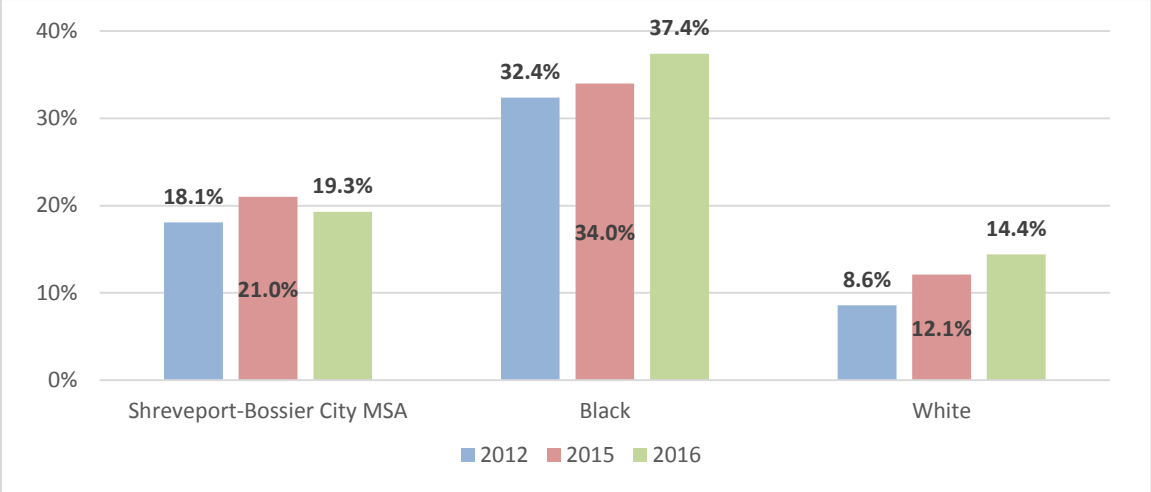

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2015 American Community Survey 1-Year and 5-Year Estimates, and 2016 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov*

Poverty Rate by Educational Attainment for Population Age 25 Years and Over in Shreveport-Bossier City MSA, 2012, 2015, and 2016



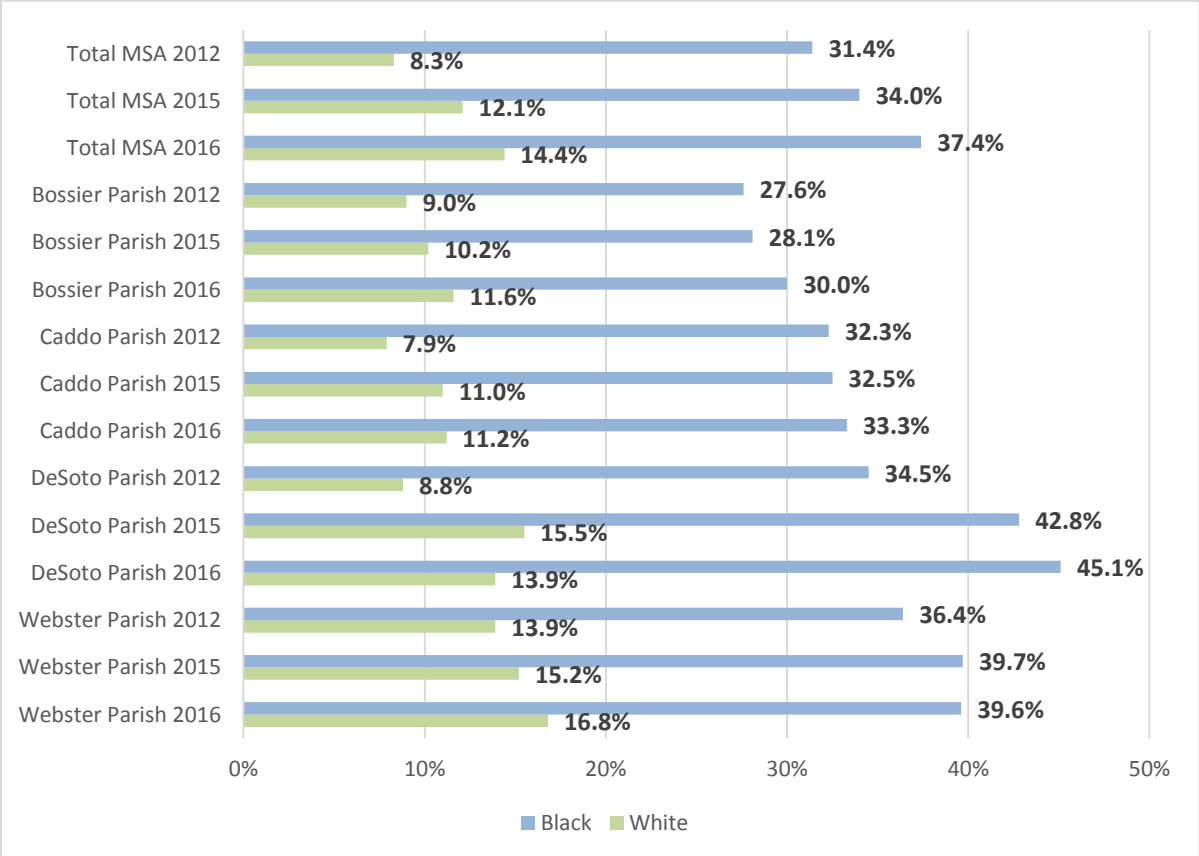

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Poverty Rate for Persons by Race in Shreveport-Bossier City MSA, 2012, 2015, and 2016




*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2015 American Community Survey 1-Year Estimates, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

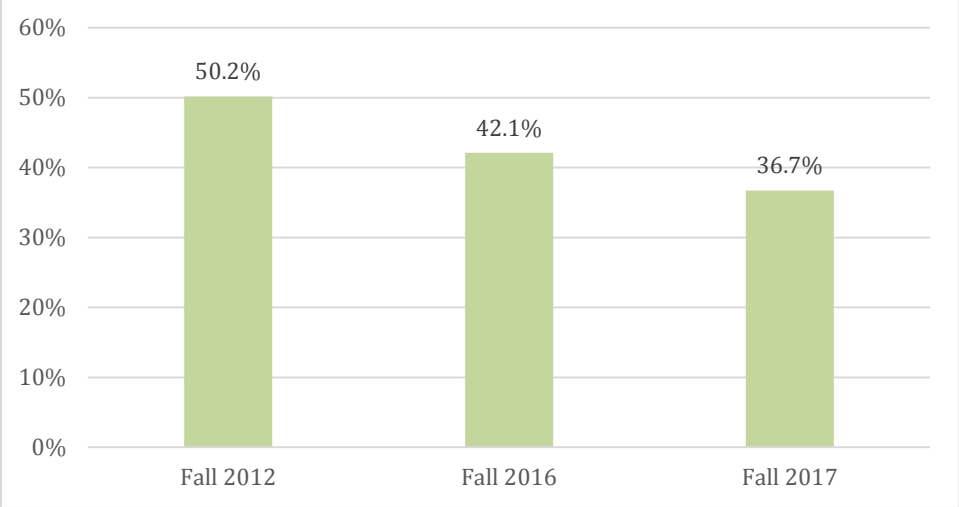
Poverty Rate by Race in Shreveport-Bossier City MSA and Parishes, 2012, 2015, and 2016




*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2015 American Community Survey 1-Year and 5-Year Estimates, and 2016 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov*

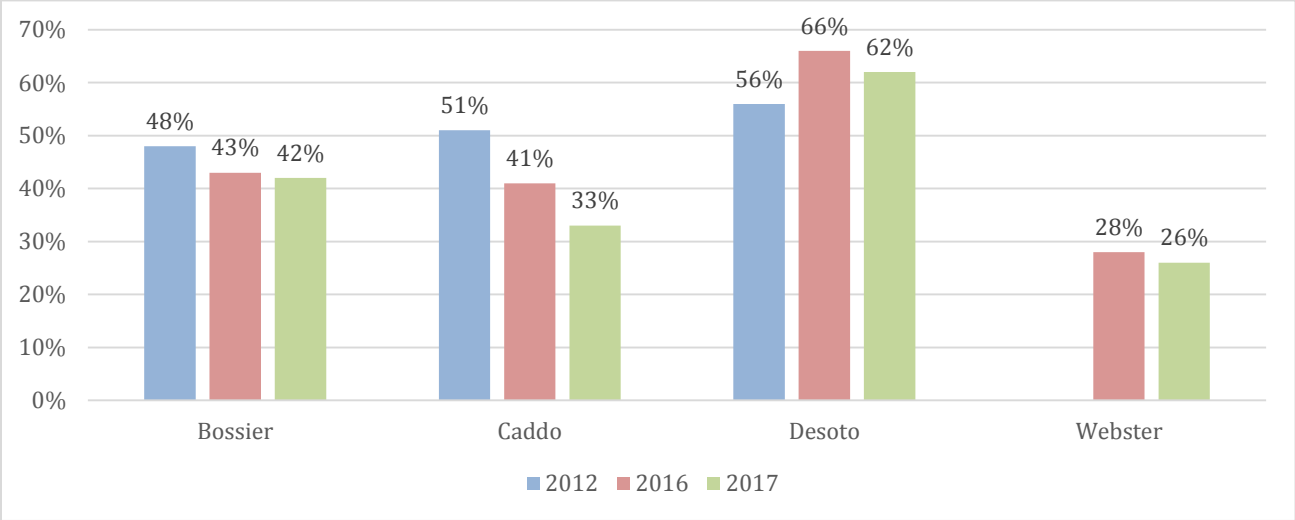
## 9.2 Pre-k – 12 Education

Percent Incoming Kindergartners Arriving Kindergarten Ready in Shreveport-Bossier MSA, Fall 2012, 2016, and 2017




*Source: Step Forward 2013 Baseline Report & Calculated by author using data from Louisiana Believes Fall 2016 Reading Report: School, District, & State Results for K - 3rd Grade and Fall 2017 DIBELS Reading Report at http://www.louisianabelieves.com/resources/library/test-results*
*Note: 2016 data for DeSoto Parish may not be comparable to previous years or to other parishes as that parish was administered the iSTEEP in lieu of the DIBELS Next. All other data in this chart come from DIBELS assessments.* [38]

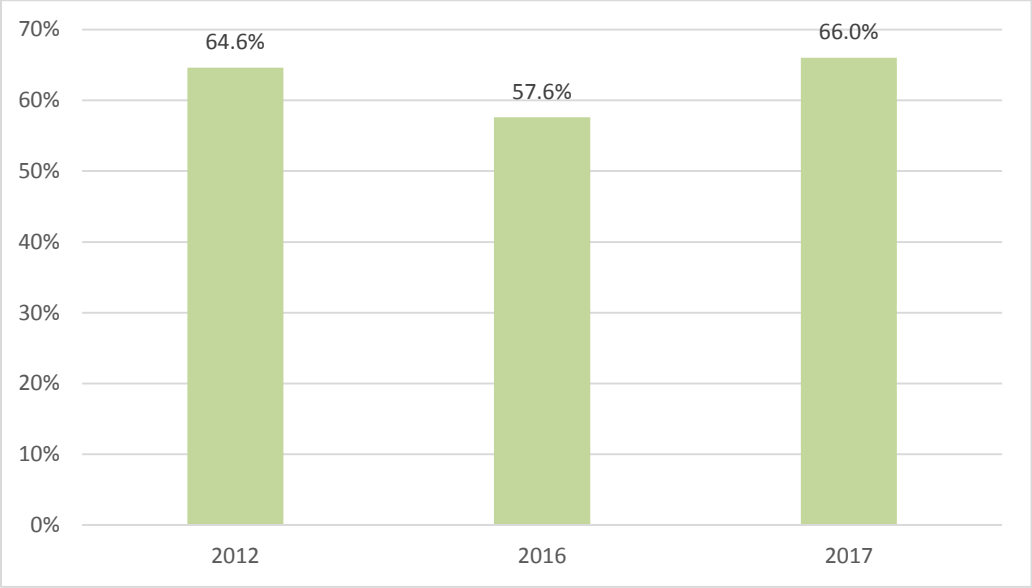
Percent Incoming Kindergartners Arriving Kindergarten Ready by Parish, Fall 2012, 2016, and 2017




*Source: Step Forward 2013 Baseline Report & Calculated by author using data from Louisiana Believes Fall 2016 Reading Report: School, District, & State Results for K - 3rd Grade and Fall 2017 DIBELS Reading Report at http://www.louisianabelieves.com/resources/library/test-results*

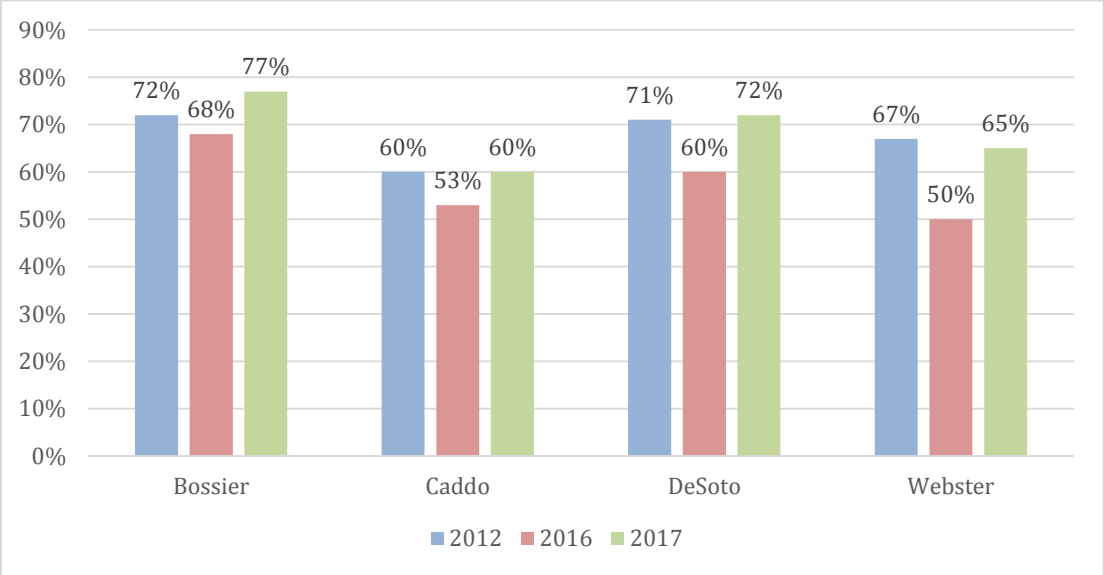
[38] Page 6 of the following explains the assessment waiver/change for DeSoto Parish. Page 42 includes its actual results. http://www.louisianabelieves.com/docs/default-source/test-results/student-reading-ability-for-grades-k-3-(fall-2015).pdf?sfvrsn=2

3rd Grade English and Language Arts Proficiency (Basic and Above) in Shreveport-Bossier City MSA, 2012, 2016, and 2017



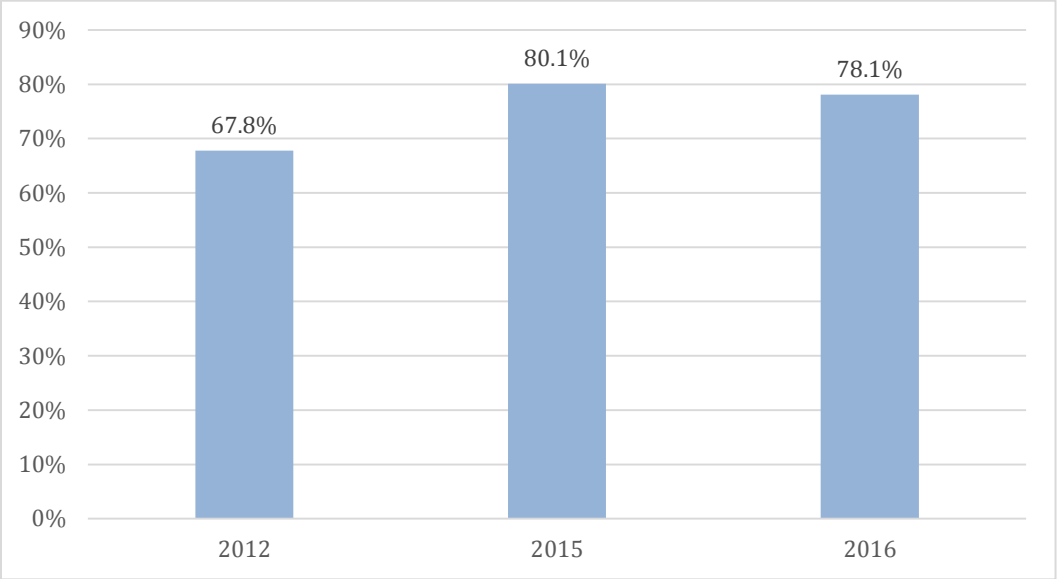

*Source: Step Forward 2013 Baseline Report, 2017 Step Forward Reports at http://www.stepforwardnla.org/resources/report-to-the-community/, and Spring 2017 State LEA-LEAP Achievement Level Summary at https://www.louisianabelieves.com/resources/library/test-results*

3rd Grade English and Language Arts Proficiency (Basic and Above) by Parish, 2012, 2016, and 2017



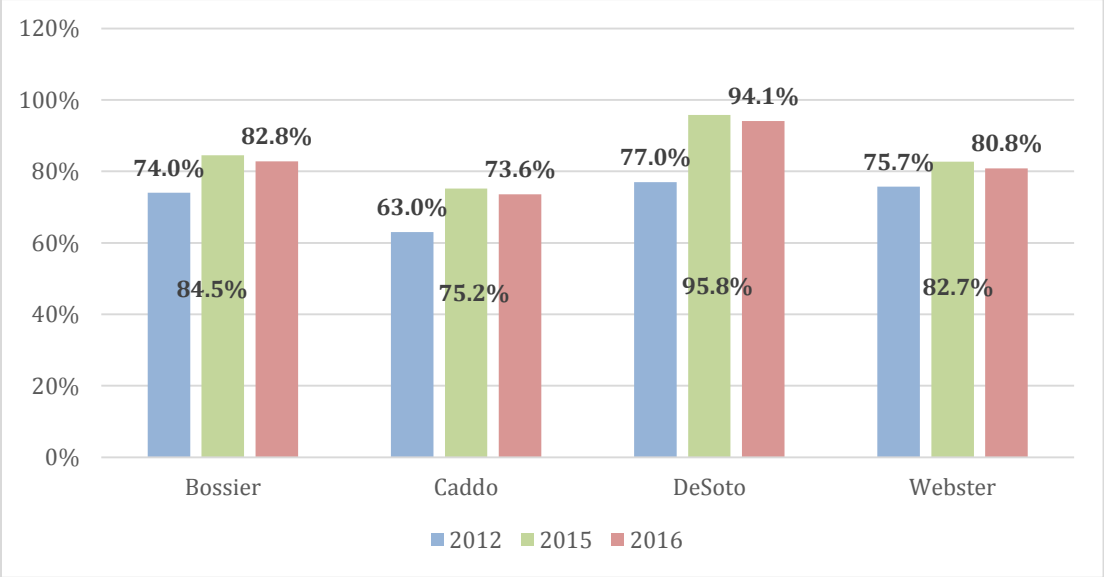

*Source: Step Forward 2013 Baseline Report, the 2016 State-District-School Achievement Level Summary Report at http://www.louisianabelieves.com/resources/library/test-results, and the Spring 2017 State LEA-LEAP Achievement Level Summary at https://www.louisianabelieves.com/resources/library/test-results*

High School Cohort Graduation Rate in Shreveport-Bossier City MSA, 2012, 2015, and 2016



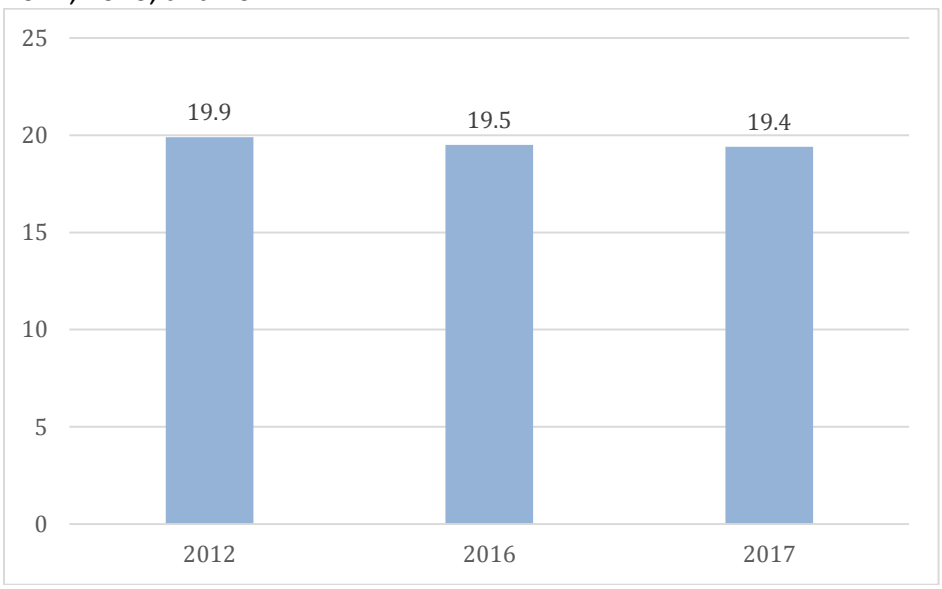

*Source: Step Forward 2013 Baseline Report, and calculated by the author using data from the Louisiana Kids' Dashboard at http://www.kidsdashboard.la.gov and 2006-2016 State Cohort Graduation Rate at https://www.louisianabelieves.com/resources/library/high-school-performance*

High School Cohort Graduation Rate by Parish, 2012, 2015, and 2016



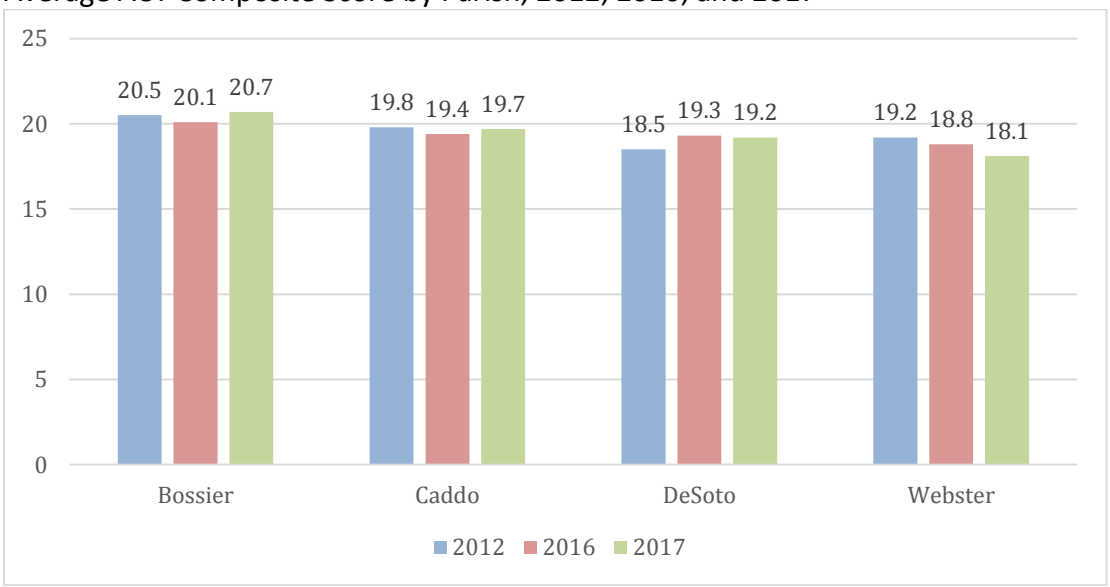

*Source: Step Forward 2013 Baseline Report, the Louisiana Kids' Dashboard at http://www.kidsdashboard.la.gov, and 2006-2016 State Cohort Graduation Rate at https://www.louisianabelieves.com/resources/library/high-school-performance*

Average ACT Composite Score in Shreveport-Bossier City MSA, 2012, 2016, and 2017



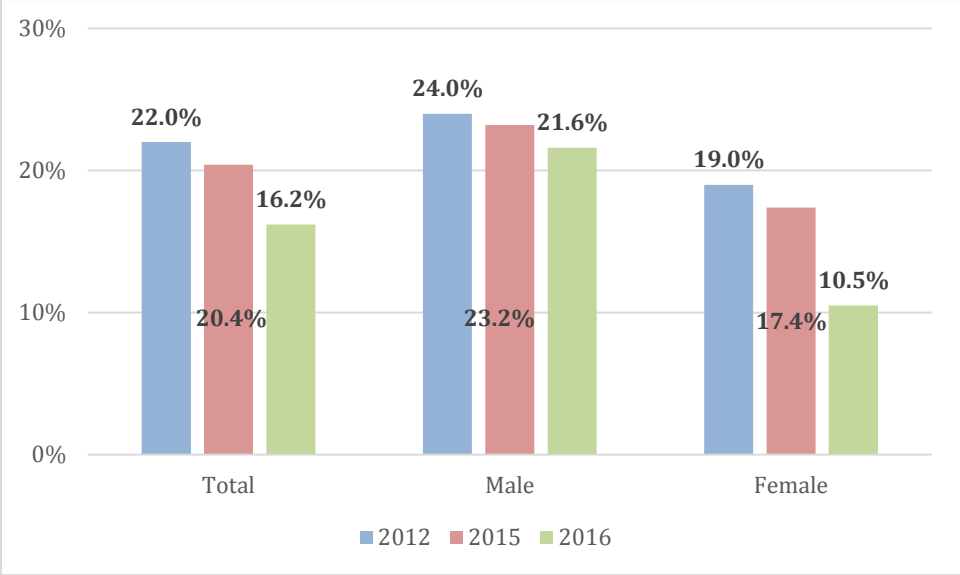

*Source: Step Forward 2013 Baseline Report, the 2017 Step Forward Report at http://www.stepforwardnla.org/resources/report-to-the-community/, and ACT Scores – Class of 2017 at https://www.louisianabelieves.com/resources/library/high-school-performance*

Average ACT Composite Score by Parish, 2012, 2016, and 2017




*Source: Step Forward 2013 Baseline Report; ACT Best Composite Scores for Seniors by Parish, 2015-2016; and ACT Scores – Class of 2017 from the Louisiana Department of Education Louisiana Believes Data Center at http://www.louisianabelieves.com/resources/library/data-center*

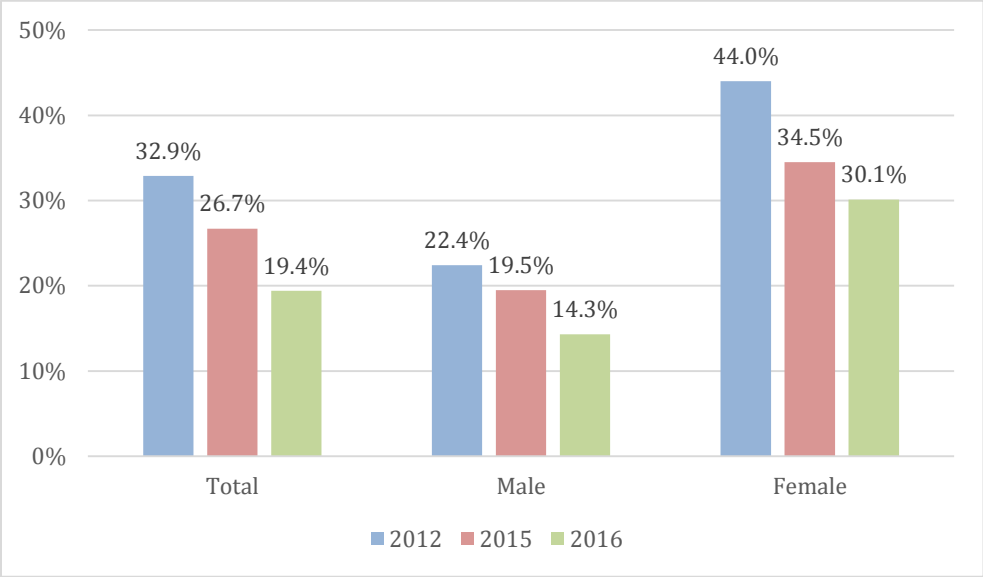
Less than High School Graduate or Equivalency for Age 18 to 24 Years in Shreveport-Bossier City MSA, 2012, 2015, and 2016




*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2015, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

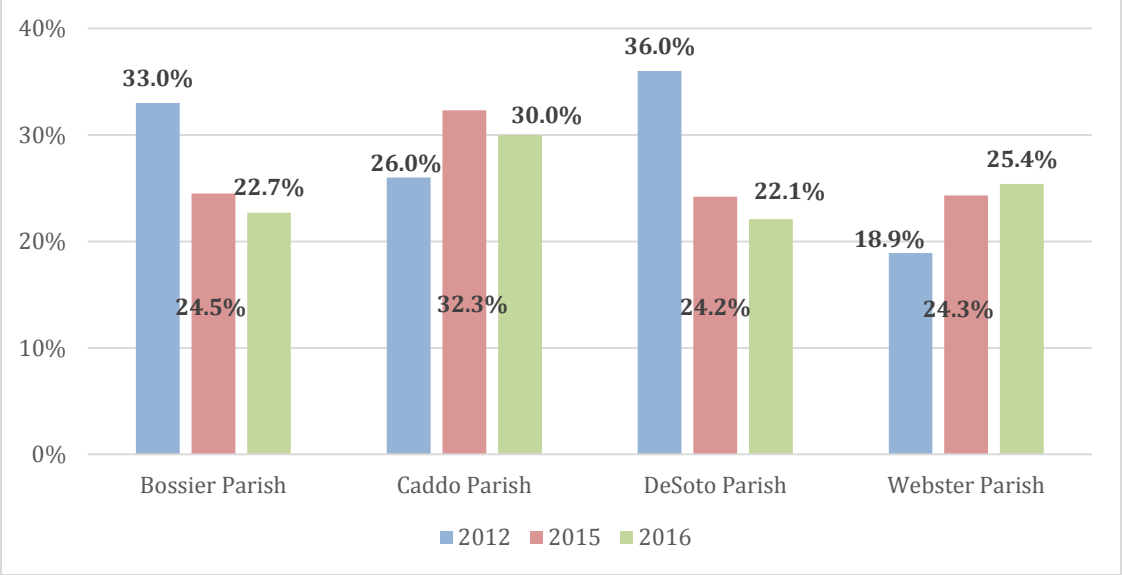
## 9.3 Workforce

Percent Population Ages 18 to 24 Enrolled in College or Graduate School in Shreveport-Bossier City MSA by Sex, 2012, 2015, and 2016



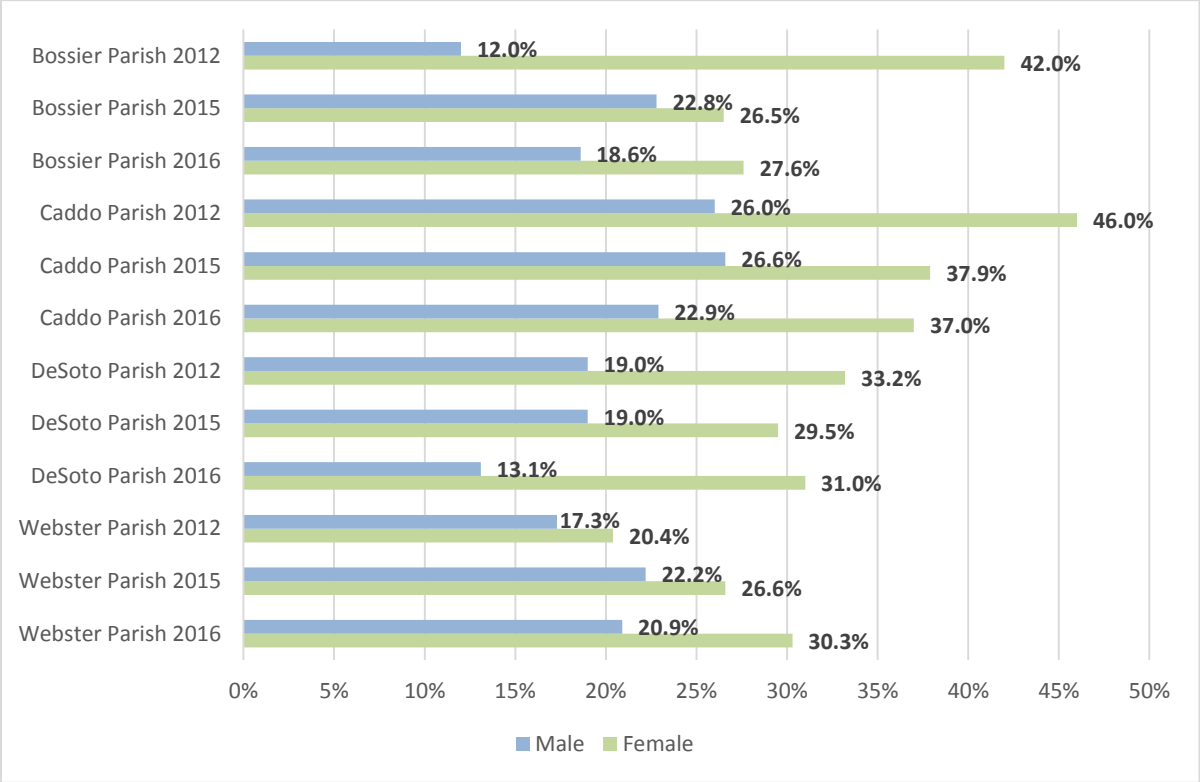

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2015, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Percent Population Ages 18 to 24 Enrolled in College or Graduate School by Parish, 2012, 2015, and 2016



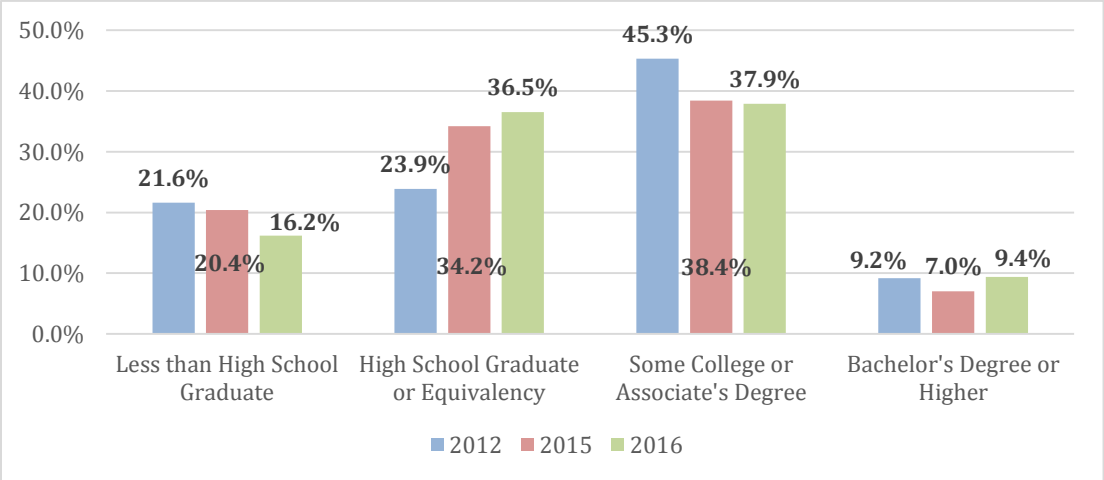

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2015, and 2016 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Percent Population Ages 18 to 24 Enrolled in College or Graduate School by Parish and Sex, 2012, 2014, and 2015



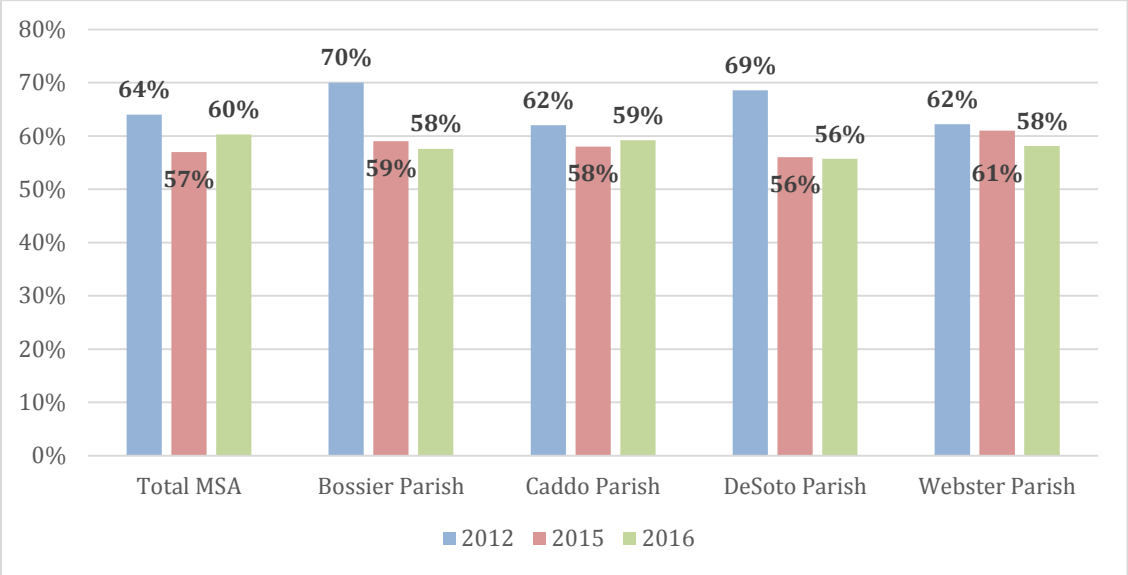

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2014, and 2015 American Community Survey 5-Year Estimates at http://factfinder2.census.gov*

Educational Attainment for Ages 18 - 24 in Shreveport-Bossier City MSA, 2012, 2015, and 2016



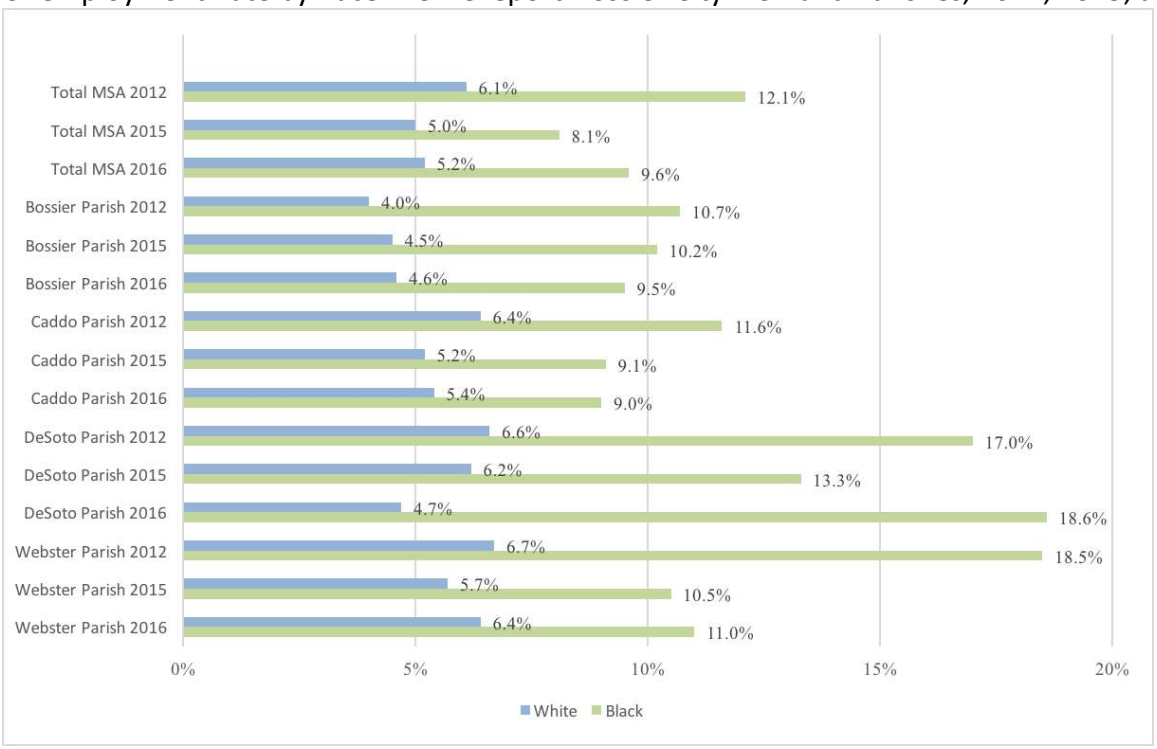

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2015, and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Employment Rate for Age 20 to 24 Years in Shreveport-Bossier City MSA and Parishes, 2012, 2015, and 2016



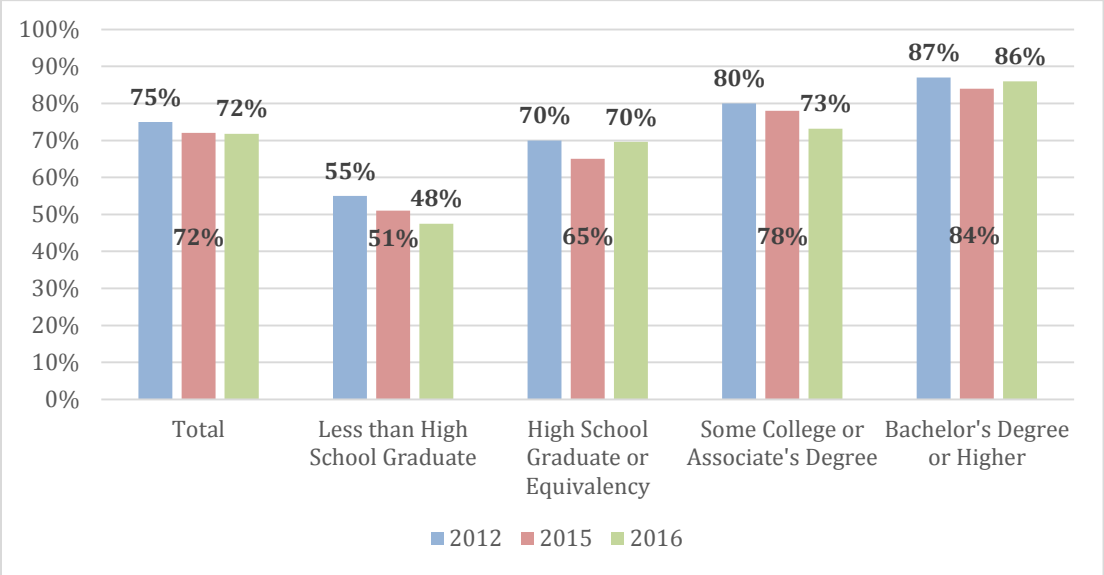

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2015 and 2016 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov*

Unemployment Rate by Race in Shreveport-Bossier City MSA and Parishes, 2012, 2015, and 2016



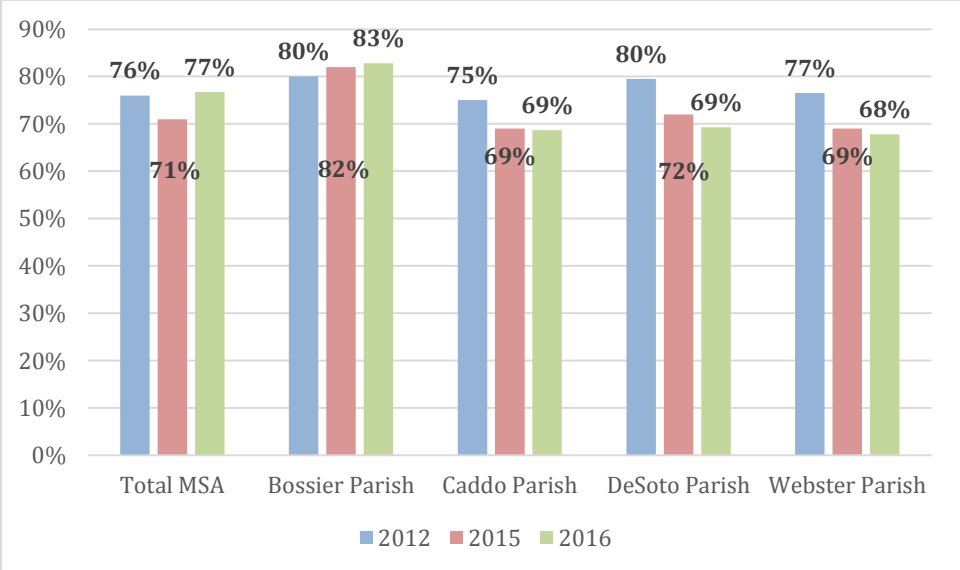

*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2015 American Community Survey 1-Year and 5-Year Estimates, and 2016 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov*

Labor Force Participation Rate by Educational Attainment for Ages 25 to 64 in Shreveport-Bossier City MSA, 2012, 2015, and 2016




*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2015 and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov*

Labor Force Participation Rate for Ages 20 to 24 in Shreveport-Bossier City MSA and Parishes, 2012, 2015, and 2016




*Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2015, and 2016 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov*